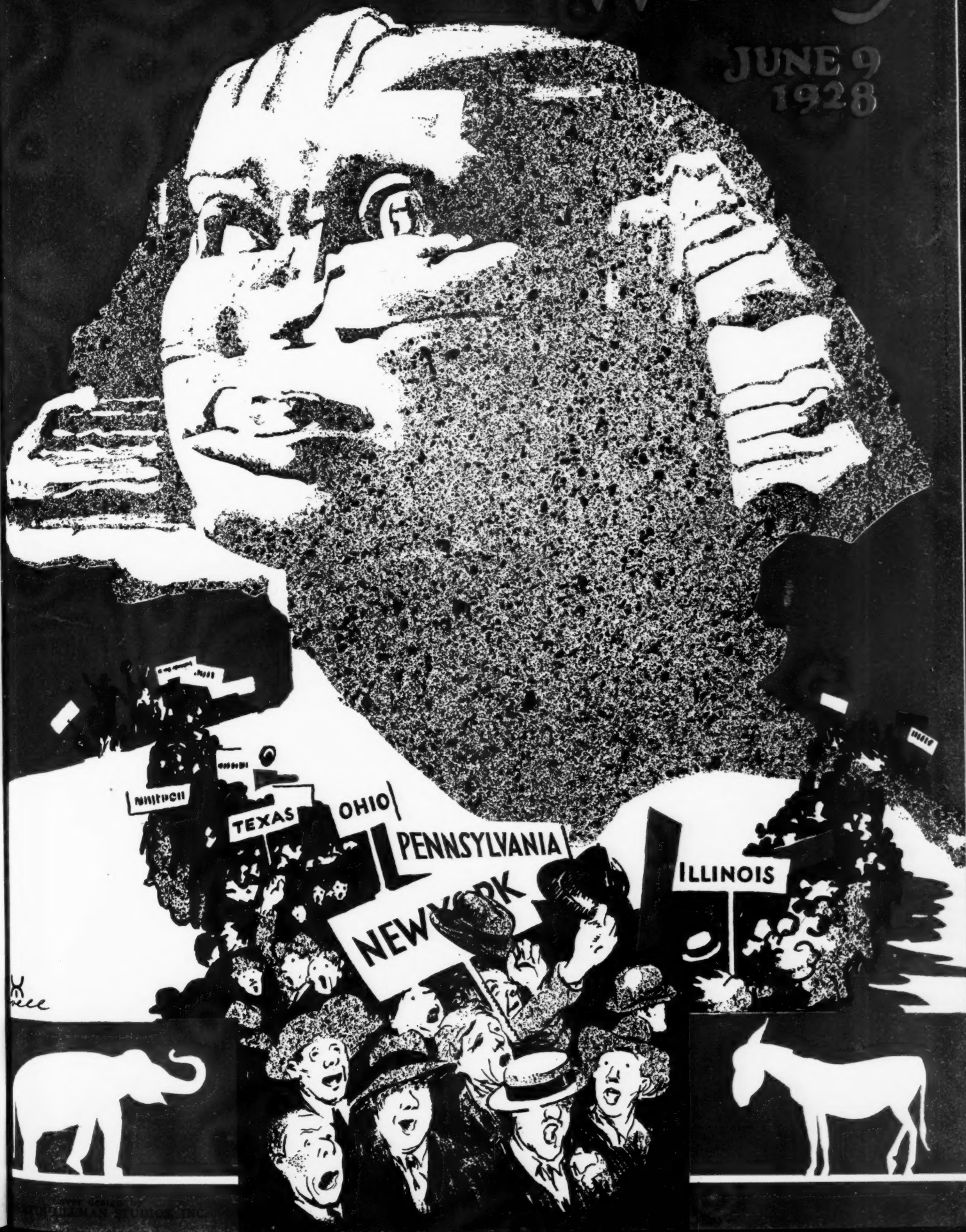


Sales Management and Advertisers' Weekly

JUNE 9
1928



PERSONAL LETTERS

EACH AND EVERY WORD IS TYPEWRITTEN INDIVIDUALLY IN EACH AND EVERY LETTER

get better results

—far beyond the ordinary

Business correspondence receives personal attention; the impersonal mail is pushed aside, given secondary attention or none at all, while the other gets action.

The more personal your message is made, the greater personal attention it receives. Results follow in greater volume, just as naturally as more personal interest gets more orders for a salesman.

Direct-Mail Producers:

Write for outline of money-making opportunity.

Many Direct-by-Mail Agencies and Letter Shops are turning to personal letters steadily. Thereby they can offer their clients a genuinely complete direct-by-mail service of greatest result-producing efficiency.

We invite correspondence from Direct-Mail and Letter Shop concerns who may be interested in making more money by supplying high-grade clients with personal typewritten letters.

We can help you increase your earnings.

Write us.



Does 3 Girls' Typing

Good letters cost much less

—in RESULTS!

At slightly greater first cost, sometimes no greater, good letters expand results amazingly. In consequence your good letters *cost much less* in the only currency that means anything—RESULTS.

Every step away from a dictated letter is a step downward in your result percentage. Every step away from the "form letter" appearance is a big step upward in results. The only thing that can reduce cost of letters sensibly for you is increasing results. Personal letters do that.

—then "results"

determine your values

Your letters will become more valuable in your mind as you see the results mount upward steadily. Individually written personal letters do actually produce unbelievably great increases in results. When intelligently used—they pay most surprising dividends.

Write for More Details

The Auto-typist
SELF-OPERATING
TYPEWRITER

MacPherson-Eames Mfg. Company
417 South Dearborn St., Chicago

"IT must be remembered that the problem of advertising is adequacy—that is, the bane of the advertising profession is the theorist or opportunist who believes that the impossible can be done with a small amount of advertising."

Paul E. Faust, MITCHELL-FAUST ADVTG. CO.

In PRINTERS' INK WEEKLY, March 15, 1928



Well spoken, Mr. Faust—

IN Mr. Faust's paragraph reproduced above is an advertising sermon which needs to be preached and re-preached insistently as new businesses make their first tentative trials of advertising, as new executives take over the management of old companies and as new men are promoted to advertising managerships. Nothing distinguishes the qualified advertising veteran more definitely than his battle against the dissipation of advertising energy through too many channels.

The mark of the veteran is that he selects the method or the medium which in his judgment promises the greatest benefit and then concentrates sufficient advertising energy (brains plus dollars) to assure the end he has in view. It is only the man who has not thoroughly learned the lesson of adequacy who attempts to make a thousand dollars accomplish a five thousand dollar task or dissipates a budget that could do one thing well in a vain attempt to cover five objectives. It is the latter man who assures his associates in the business world that "advertising doesn't pay—I know for I've tried it."

With your permission, Mr. Faust, we are going to reprint your cogent sermon in National Petroleum News for the benefit of the men who set the policies and govern the purchases of oil companies.

NATIONAL PETROLEUM NEWS

HUMAN INTEREST INSURES READER-INTEREST

Edited from
TULSA, OKLA.
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CHICAGO
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NEW YORK
342 Madison Ave.
HOUSTON, TEXAS
West Building
LOS ANGELES, CALIF.
Petroleum Securities
Building

Published from
CLEVELAND
1213 W. Third St.

Member:
A. B. C. A. B. P.



From one sales manager to another...

*Offering a
Suggestion*

{ from his experience }

*to increase
sales volume*

MANY sales managers with whom I have come in close personal contact have found it comparatively easy to increase their sales through the adaptation of Fullpower gasoline engines to light machinery products usually powered with light electric motors. In this way they have opened up wider markets in territories where electricity is not available.

Are you limiting your sales by following electric transmission lines? Are you fighting against stiff sales resistance for increased volume—and neglecting the uncrowded territories not supplied with electric current?

We offer wide experience and a valuable engineering service to manufacturers of machinery requiring $\frac{1}{2}$ to $1\frac{1}{2}$ H.P. Perhaps we can help you reach out and extend your market. We will gladly cooperate with you. No obligation. Write us.

J. W. Randall

**Briggs & Stratton
Corporation, Dept. S-1
Milwaukee, Wis.**

This Issue at a Glance

ADVERTISING

The entire canning industry was agreed that the old idea of setting aside a "week" for special sales and advertising effort to sell canned goods each fall was not enough. So it was decided to extend the campaign to six weeks in the spring and to feature the quality of canned goods rather than price. Dwight E. Libby, in the article on page 971, tells how the various steps of the campaign were handled and how the efforts of local organizations of brokers, wholesalers and dealers were coordinated with the efforts of the national committees who had charge of planning the advertising effort.

Charles Austin Bates is one well-known advertising man who seems to delight in asking questions about advertising, and in his article, "Can We Eliminate the Waste in Advertising?" on page 981, he points out some of the reasons for waste in advertising and warns advertisers that there is a great danger in the tendency to take too much for granted, and be content with slipshod methods once the product or the advertiser has become well established.

CONVENTIONS

The Imperial Candy Company wanted to prove to their salesmen the necessity of paying strict attention at a sales convention, and to show them the need for more careful study of the bulletins from the sales department. To prove to their salesmen that many of them were not using to the fullest possible extent the facts which the company was sending them in weekly bulletins, a series of three questionnaires was mailed to all the men a few weeks prior to a sales convention. Even the best men were unable to answer many of the questions regarding the company's sales policies, products, manufacturing processes, advertising and selling prices. Because the questionnaires dramatized their lack of knowledge, the salesmen kept the convention going at a lively tilt with their discussions of the answers to the questions. Page 973.

INDUSTRIAL SELLING

R. Bigelow Lockwood, whose articles on the possibilities of various industrial markets have attracted wide attention, continues his series which has appeared in eight previous issues. This time Mr. Lockwood goes into a thorough discussion of the market possibilities of screen wire and cloth when advertised to large industrial plants. His analysis is so thorough and fundamental that many sales managers in other lines of business will find many helpful facts which show the proper procedure in developing a marketing campaign designed to sell to industrial plants. Page 974.

PREMIUMS

Russell Colgate, treasurer of Colgate & Company, widely known advertisers of soap, dentifrices and perfumes, contributes a most helpful article entitled "Colgate's Aged-in-the-Wood Premium Plan." Mr. Colgate goes into the early history of his company's experience with premiums as a means of forcing the sales of soap. He tells how the premium depots were established, how the premium plan is advertised, what premiums they have found most successful, and how the company uses automobiles to take the premium stores right to the consumers' home. Page 969.

SALES TACTICS

Citing the use of airplanes in the sales department of a dozen prominent companies, John L. Scott shows how the airplane is winning a place for itself as a sales tool. It is predicted that the time is near when every modern sales organization will own at least one airplane. Costs of operating average as low as five cents a mile, including the salary of pilots. Page 965.

The man who led the national sales organization of the Aetna Life Insurance Company in 1927 relates a number of instances which show how he was able to run up a total of more than \$2,000,000 in sales during that year. Working in a territory where possibilities are limited, he has developed a method of locating and interesting prospects which could be adapted to many other lines of business. Page 977.

Sales Management and Advertisers' Weekly

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New York Office: 420 Lexington Ave.

Chicago Office: 4660 Ravenswood Ave.

**SALES MANAGEMENT,
INC.**
420 Lexington Ave.,
New York, N. Y.

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RAYMOND BILL

Vice Presidents
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J. F. WEINTZ
C. E. LOVEJOY

Treasurer
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European Office:
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Sydney (Australia)
CATTIS-PATTERSON Co., LTD.

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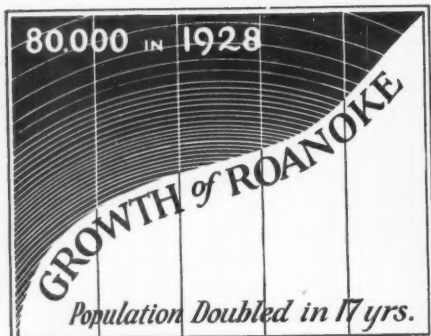
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Renewals: Subscriptions to **SALES MANAGEMENT AND ADVERTISERS' WEEKLY** are dropped promptly when they expire. Readers desiring to keep their files complete should renew their subscription upon finding expiration notice in their copy.

News Stand Copies: This magazine is not generally sold through news dealers. For the convenience of subscribers away from the office it is distributed on the news stands of the principal hotels.

Closing Dates for Advertising: Closing date for covers, color advertising, and preferred positions, ten days before date of issue; closing date for okay of proofs on run of paper advertising, ten days before date of issue; last form closes five days before date of issue.

Established 1918 by The Dartnell Corporation. Member Audit Bureau of Circulations and Associated Business Papers, Inc. Operated in association with Federated Business Publications, Inc. Telephone, Lexington 1760, New York. Cable, Elbill, New York.



LOCATE Where Growth Is a Habit

NO NEED to gamble with doubtful locations for your new plants and warehouses when the successful experiences of 111 industries guide you to Roanoke.

Here, growth is indeed a *habit*! This strategically located southern city has actually doubled its population during the past 17 years. And since 1880 it has grown from a mere 669 inhabitants to a community population of 80,000.

What rare industrial advantages have caused such phenomenal growth? Why is the world's largest Rayon Mill located in Roanoke? Why are many other large manufacturing plants, some the largest of their kind in the South, located here? Why do big corporations selling to the entire nation find Roanoke such a profitable distributing center?

These industrial questions are all answered in the "ROANOKE BRIEF." Write for it today on your business letter-head. It will tell you facts about Roanoke little known to outsiders and of utmost importance to anyone considering new plant locations or branch warehouses, etc. Experts in city layout are now engaged in preparing plans for Roanoke's future industrial growth and a completed expert Industrial Survey permits us to provide most accurate and detailed industrial data. Address:

Chamber of Commerce
219, JEFFERSON STREET

ROANOKE VIRGINIA

A Mecca for Motorists



Smooth winding highways, wonderful mountain scenery, unique marvels of nature, noted historical shrines, charming wayside inns and fine hotels all combine to make motoring through the Roanoke section a never-to-be-forgotten joy. Come this summer. Write for interesting tour booklet "The Log of the Motorist through the Valley of Virginia and the Shenandoah."

CHAMBER OF COMMERCE
219, JEFFERSON STREET
ROANOKE, VIRGINIA



ARTHUR H. DEUTE has been appointed vice-president of the Billings & Spencer Company, Hartford, Connecticut, makers of machine tools, forgings, and related products. Mr. Deute has been associated with Barton, Durstine & Osborn, Inc., for the past two years. Before that time he was for six years general sales manager of the Borden Company.

T. J. WHITE has become general manager of the International Magazine Company to succeed C. H. Hathaway, who resigned. Mr. White has been connected in an executive capacity with the Newspaper & Magazine Paper Company. R. E. Berlin has been appointed associate manager. He was formerly business manager of *Smart Set* and *McClure's* when these publications were part of the Hearst property.

COL. GUY T. VISKNISKKI has become business manager of the Pittsburgh *Sun* and *Telegraph*. He has been general manager of the Hearst newspaper feature syndicate; prior to this he acted as business manager for the Washington *Herald* and *Times*.

J. FRANK RANKIN, connected with several Cleveland, Ohio, industrial firms for fifteen years in general administrative capacities, has been appointed assistant sales manager of the Mason Tire & Rubber Company, Kent, Ohio. Recently he has been in charge of export credit and legal affairs for the Mason company.

A. C. KINGSTON has been appointed assistant general manager in charge of sales of the Boston Woven Hose & Rubber Company. Mr. Kingston and J. W. FELLOWS, factory manager, have been elected to the board of directors.

RUSSELL S. MADDEN, assistant general sales manager of the American Writing Paper Company, Inc., Holyoke, Massachusetts, has been made general sales manager, succeeding the late Charles J. Cadwell. RUFUS D. W. EWING, since 1920 manager of the New York office, has been made assistant general manager.

AUGUSTUS H. GRISWOLD, vice-president of the Pacific Telephone & Telegraph Company, will become executive vice-president of the Postal Telegraph Cable Company, Clarence H. Mackay, president of the Postal System, announced last Friday. Mr. Griswold will be the administrative and operating head under the board of directors and the presi-

dent. Mr. Griswold has also been connected with the Western Electric Company and the American Telephone and Telegraph Company.

W. SHAW-THOMSON, instructor in advertising at Columbia University, and formerly president of Foote & Morgan, Inc., has been elected a vice-president of the United Advertising Agency, Inc., New York.

H. J. LEFFINGWELL, for the past ten years central western manager of the *American Architect*, with headquarters at Cleveland, has become business manager.

J. WARREN BEHRENS, advertising manager and assistant sales manager of the Standard Textile Products Company, has resigned. He has been connected with the company for fifteen years.

CLINTON BRIDGEMAN has been appointed advertising manager of *Modern Farming*, an agricultural paper published by the New Orleans *Item-Tribune*.

JOHN S. CONWAY, formerly with the George Batten Company, and later with Sackheim, Schwab & Beatty, Inc., has been appointed manager of production of the Hazard Advertising Corporation, New York.

GEORGE S. SCHWORM has left the Lorain, O., *Journal* to join the advertising staff of *India Rubber World*, with headquarters in New York.

P. M. SPEER has been elected vice-president of the Standard Oil Company of New York. Mr. Speer has been general solicitor of the company for several years. Other officers have been re-elected.

HAROLD MARSHALL has joined the advertising department of Worth, Inc., with headquarters in New York. Mr. Marshall was previously with the United Lithographing Corporation, and Golden Printing Service. More recently, he was in the advertising department of the Holeproof Hosiery Company.

THOMAS F. FLANAGAN has been elected vice-president of Charles W. Hoyt Company. Mr. Flanagan has been transferred from the Boston office, where he has been manager, to the headquarters of the company in New York City.



Sales Management and Advertisers' Weekly



VOLUME FOURTEEN

NEW YORK, JUNE 9, 1928

NUMBER THIRTEEN

Can Airplanes Earn their Salt in Sales Work?

By JOHN L. SCOTT

A FEW weeks ago a situation developed in the offices of the F. Becker Asphaltum Roofing Company, at Chicago, which is duplicated almost daily in most other large organizations whose operations extend over a considerable expanse of territory. It was one of those emergencies when a sales executive's presence seems to be required at two widely-separated points at the same time. Such a predicament is not uncommon for any business man, but usually he can do nothing about it except decide which of the two calls is the more urgent.

In this particular case, H. W. Kempnich, general branch manager of the Becker Company, learned early one Tuesday morning that it would be necessary for him to leave Chicago for Detroit that same evening. In the meantime, however, there were some unusually important matters demanding his attention at Rockford, Illinois, nearly all day. It would have been impossible for him to travel to Rockford by train, spend the required amount of time with his branch manager in Rockford, and then return to Chicago in time to make connections with the Detroit train.

But the Becker Company is for-



Airplanes are no longer used merely for their stunt value but are rapidly being adapted by many companies for regular work in the sales department.

tunate in possessing its own airplane. What Mr. Kempnich did was to hurry to the flying field and take off for Rockford at once. He arrived there at ten o'clock in the morning after only an hour in the air. By train he could not have reached his destination before noon at the earliest. The last train for Chicago left Rockford at three o'clock that afternoon, so he could not possibly have spent more than three hours in Rockford if he had been dependent upon train service, which was far too short a time to transact all the business he had there. As it was, he wasn't compelled to start back until four-thirty, and when he landed in Chicago at five-thirty he had ample time to get off for Detroit.

This experience illustrates only one of the many advantages Mr. Kempnich cites in connection with his company's ownership of an airplane. It is an example, moreover, of one of the biggest benefits other companies are experiencing, or may expect to achieve, through their own use of airplanes in sales work. Time is becoming an increasingly vital factor both in actual selling and in the execution of selling plans.

"Up to the present time our plane has visited all but ten of our forty-two branch offices between Syracuse, New York, and Topeka, Kansas," Mr. Kempnich informed me not long ago. "The cost of operation, not including depreciation or pilot's salary, has been a fraction over five cents per mile. For the several months we have owned this plane it has flown a total of about five thousand miles for actual transportation purposes.

"To supervise our forty-two branches properly, it has been necessary for N. J. Bond, our vice-president, and myself to visit each of them regularly. Traveling by train and by car, a complete swing around our branches would require practically three months, considering, of course, only the working

days. By using the airplane we find that we can save from two to four weeks on this schedule and, at the same time, have a longer visit with each branch.

"Our satisfaction with this method of transportation between branches has prompted us to investigate the advisability of purchasing a cabin-type plane to replace the open plane we are now operating. We are doing this because the only unsatisfactory thing about our present plane is that we ride in the open, which means that we must wear suitable flying clothes. In the cabin type of plane one is sufficiently protected from the weather to ride in comfort when wearing street clothes. We have practically assured ourselves that the value of an airplane in modern business more than justifies its cost for concerns which operate a great number of branches and where the distance between branches is not more than two or three hours by air.

"All these advantages, moreover, do not take into consideration the advertising value of an airplane. We feel safe in saying, however,

(Right) The Standard Oil Company of Indiana was one of the first large corporations to purchase its own plane. This photograph of Colonel Robert W. Stewart, at the right, greeting E. G. Seubert, president of the company, was taken at the completion of the "Stanolind's" initial flight from Detroit to Chicago

(Below) J. C. Hauser, of the Regensteiner Corporation, Chicago, ready to fly to Cleveland with proofs for a client, who was thus enabled to O. K. them the same day they were prepared in Chicago

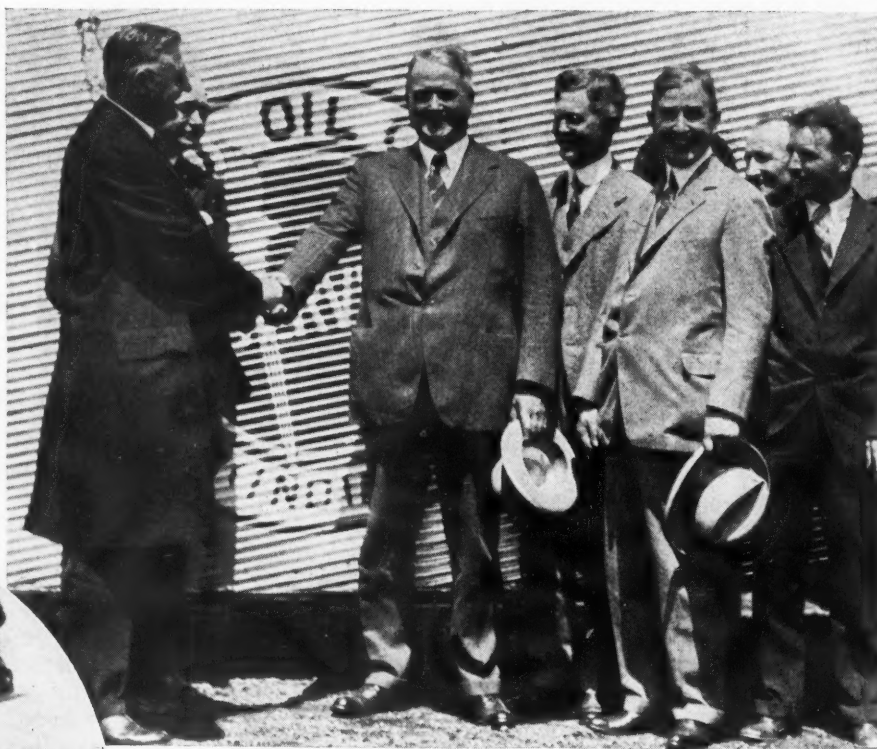
that if the entire cost of operation, including the cost of the plane, depreciation, pilot's salary and upkeep expense, were charged to advertising, it still would be money well spent. Our method of reselling requires that our salesmen solicit re-roofing business in homes, business houses and factories. Everywhere the airplane has visited our salesmen reported later that their prospects had seen it and had been visibly impressed."

Another incident showing how an airplane may be invaluable where speed is imperative has been reported by A. J. Gerlach, advertising manager of the Sterling Motor Truck Company, of Milwaukee, Wisconsin. And in this case an actual order of no inconsiderable dimensions hung in the balance.

A few days ago a large concern in Reno, Nevada, requested bids on a fleet of new motor trucks, stipulating that the bids should be delivered on a certain definite date. For some reason, the Sterling Com-

pany's branch in Northern California, dispatched a salesman by the name of Miller to Reno by airplane. His plane left Oakland at seven o'clock and before nine his bid was delivered at the appointed place. Without this means of rapid transportation, the company would automatically have been placed out of the running.

On June 1, 1927, the Phillips Petroleum Company, of Bartlesville, Oklahoma, purchased a biplane, which, during the following nine months, flew some 43,000 miles in the work of testing, perfecting and marketing a new aviation fuel known as "Phillips 77." The plane was purchased originally because the company felt that the best way of selling its new product was to demonstrate it, and, consequently, the successful operation of its own airplane with its own fuel was essential for its purpose. The success of the new fuel has since proved



pany's branch in Oakland, California, did not receive its notice until the evening before the bids were due.

That night specifications were hurriedly drawn up and early the next morning William T. Sleddon, general manager of the Sterling

that this opinion was a just one.

But while operating the airplane, officials of the company discovered something about the effectiveness of such quick transportation in selling which they had not taken into consideration at the start. They found that, whether they were demonstrating an aviation fuel or not, their use of the plane was more than successful. Billy Parker, the



(Left) If H. W. Kempnich, general branch manager of the F. Becker Asphaltum Roofing Company, Chicago, attempted to cover all his company's forty-two branch offices by train and car, the trip would require approximately three months. Nearly a third of this time is saved by his use of an airplane. J. E. Hutchinson, the company's branch manager at South Bend, is at the left of the picture, standing beside Mr. Kempnich, who is still in flying togs but has removed his helmet.

(Right) William T. Sleddon, general manager of the Sterling Motor Truck Company's branches in Northern California, at the left, is shaking hands with Mr. Miller, the sales representative who took to the air as the only possible means of submitting his bid on time.



company pilot, who is also in charge of aviation gasoline sales, during the last week of 1927 completed a series of negotiations with oil jobbers between Omaha, Nebraska, and Salt Lake City, Utah, in three days. If the plane had not been used between ten days and two weeks would have been required to accomplish the same result.

The Pioneer Instrument Company, of Brooklyn, New York, bought its first airplane for about the same reason the Phillips Company did so, which was because its products made such a move an expedient one. "Since we sell aircraft instruments and equipment exclusively," declared Charles H. Colvin, general manager of the company, "the use of our plane for the purpose of testing and demonstrating our products is quite obvious." But from all the evidence, this company, too, has learned that an airplane is a profitable investment in the actual business of selling, regardless of whether or not the products it sells are related to aviation.

With reference to the growing popularity of airplane travel on sales missions, Al C. Boesmiller, vice-president and advertising manager of the Weber Showcase and Fixture Company, of Los Angeles, California, even goes so far as to say that "the day is practically at hand when every man who calls himself a salesman or a sales executive will use air transportation for 90 per cent of his intercity contacts."

The reason Mr. Boesmiller speaks of the future for commercial aviation probably is because he recently led a group of company executives and salesmen on an extended flight over Southern California so that they might, to use his words, "get the proper perspective toward our territory." Before the flight a full investigation of schedules, projected new routes, equipment and other features of air lines was made, and figures were studied in relation to sales costs and sales possibilities. The Weber Company is one of literally dozens of companies standing on the verge of a definite decision in favor of airplane travel.

The Cleveland Pneumatic Tool Company, of Cleveland, Ohio, may be added to the list of those concerns whose original decision to operate their own planes was influenced by the fact that they sold some of their own products to the airplane industry, but whose satisfactory experience with the planes in selling led them to continue their use and to widen their application.

"We have been promoting a new line to the aeronautical industry," stated J. F. Wallace, the chief engineer, recently, "and naturally we were compelled, if for no other reason, to operate an airplane in furthering this project. We have met with wonderful success in the new venture, but how much of it may be credited to the aircraft we have operated would only be a hazardous guess. We have proved it to be true, however, that in making trips we have been able to reduce the time factor to approximately 25 per cent of what would be required by train or other methods of travel. And the actual cost of operation, including fuel and upkeep for our trips, probably would not exceed that of a first-class automobile.

"We have made several trans-Continental trips, operating in practically every state in the country outside of the New England district, and we are so completely satisfied with what we have done through the use of our airplane that

(Below) Real estate men are among the most interested sales executives concerned with the use of airplanes in selling. In this picture are, left to right, C. C. Hieatt, president of the National Association of Real Estate Men of the United States; Mrs. Hieatt, and Hal G. Hotchkiss, president of the California Realty Board



© U. & U.

we would not consider disposing of it, unless it would be to purchase another and larger plane."

One of the most novel and interesting uses of an airplane in connection with selling has come to light down in Jackson, Mississippi. The Sellers Motor Company, Inc., distributor of Cadillac and La Salle cars in that territory, maintains an airplane as a means of expediting its automobile service. As a matter of fact, it has been rendering this

service since 1922, and whenever one of the machines this company has sold needs immediate attention, the plane carrying a mechanic is flown to the spot and the trouble remedied at once.

R. H. Ranney, chief pilot of the company, likewise has told me that whenever a representative of the company visits a town in its territory he carries a salesman along with him, so that he can talk to as many automobile prospects as he



(Above) Al C. Boesmiller, vice-president and advertising manager of the Weber Showcase and Fixture Company, Los Angeles, California, recently took his sales force on a preliminary flight to investigate airplane schedules, routes and equipment before making airplanes a definite part of his company's selling plan.

can locate from among the crowds of people who swarm about the plane. So far as he knows, no other dealer handling the same lines as this company has yet begun to use its form of airplane service.

Even in advertising work the airplane is coming to be recognized as an important means of saving time. C. S. McCracken, of the John S. King Company, Inc., Cleveland advertising agency, has just called my attention to the fact that his organization recently bought a plane for use by its clients in working with their wholesalers, dealers and salesmen. It will also be used for advertising purposes, according to Mr. McCracken.

A short time ago, too, J. C. Hauser, of the Regensteiner Corporation, Chicago color printing specialists, obtained an "O. K." on an advertising campaign from a

(Continued on page 1019)

Colgate's Aged-in-the-Wood Premium Plan

As told to Frank H. Waggoner

By RUSSELL COLGATE

Treasurer, Colgate & Company, Jersey City, New Jersey



Russell Colgate

COLGATE & COMPANY organized their first premium department in 1892. At that time the premium idea in the soap industry was represented by the offer of panel pictures by some of the other manufacturers, and they enjoyed a vogue lasting through a number of years. But they were only the seed. The Colgate premium department pioneered and included within the range of its premiums other articles, many for personal and home use, until it was but a comparatively short time when not less than one hundred articles were offered in exchange for the wrappers, trade-marks and coupons from its Bee and Octagon soap products.

The reception accorded the plan was such that it became necessary to add premium after premium to the list so that six years after the inauguration of the department, in 1898, a 32-page catalog was necessary to list, illustrate and describe the entire list of premiums, 300 approximately. It is interesting to note, in passing, that many of the premiums offered in that catalog of thirty years ago are still in use today and are included among our most popular items.

With the growth and expansion of the sales of the Octagon soap products the early plan of shipping pre-

miums by mail began to show its limitation. A better service to the premium customers became highly desirable, and to bring that into effect, but more in the nature of an experiment, a premium store was opened in Altoona, Pennsylvania, about 1895. It was rather crudely equipped, with its home-made fixtures, but it demonstrated the value of making local redemptions in centers where the sale of the company's products had attained considerable volume and it became the first of a great string of premium stores that now serve Octagon customers.

There was another phase of the premium store idea beside just the increased service to the users of the coupon-carrying Colgate products—the premium itself is its own best advertisement. We saw that demonstrated very early in the Altoona store. The displays in the windows attracted no end of attention, created a new interest in finding out how those premiums could be obtained without further expense than the purchase of the soap products and started people using those products who had never used them before.

If the premium store idea was good, how much better would it be to carry the premiums to the homes and not be dependent upon the public's coming to the premium stores

in order to be influenced by the appeal of the premiums? The answer lay in a unique experiment. Premium vans were built, horse-drawn in those early days, that became virtually moving premium exhibits and redemption stations. These vans resembled the old-fashioned horse cars, some of them being comparatively small, with room only sufficient for the driver to enter and serve the premiums from the back of the car. The sides were built of glass and served most effectively for the display of the premiums.

Engine Succeeds Horse

As the vans earned their permanent place in the premium scheme of things, the later ones were large enough to accommodate the customers who would come up the back steps of the car, enter it and obtain their premiums at the counter. These larger vans were drawn by four handsome horses, gaily bedecked with plumes. Even the drivers came in for their share of finery.

With the passing of Dobbin as the motive power on the roads, these early horse-drawn vans gave place to the present fleet of more than twenty motor vans that by their increased driving radius are able to render a correspondingly increased service, carrying the manifest advantages of the premium plan to points inaccessible

for the horse-drawn vans.

The success of the plan of carrying the premiums to the consumers was such that soon the need of establishing local premium depots faster than the premium stores could be provided, brought about the establishment of premium agencies—local stores that were supplied with the premiums and to which the users of Bee and Octagon soap products could go to redeem

operated by Colgate & Company, whose zones of influence are expanded by the fleet of twenty-two of the premium automobiles that replaced the old premium vans. In addition, there are one thousand eight hundred premium agencies that are serving Octagon soap premium customers in as many localities, while in the Premium Mail Department in Jersey City, New Jersey, more than one hundred

store windows that carry Octagon products.

None the less seriously do we take the question of quality in the premiums that are used. Colgate & Company have a tradition extending over a century and a fifth to maintain quality, and the premiums that are offered both to attract and hold patronage must be, each in their own cases, the equal of that of our products.

The merchandise for special offers is invariably purchased direct from the factories where it is produced, and must conform to our own high standards of quality, and special importations from abroad are a matter of course where foreign made goods are used.

The premium department is run practically as a separate business and those responsible for it realize that only high-class merchandise can adequately represent the company's best interests.

It is the Colgate experience that the premiums have earned their high position as a creator and sustainer of sales by the very definite results that have followed their use.



(Above) A typical Colgate premium station

(Right) A premium station on wheels, for outlying districts

their coupons and obtain their premiums.

How firmly the premium idea has taken hold can best be appreciated by a survey of the growth of the department itself. At the present time there is no city in the Atlantic or Middle Atlantic States that does not have its premium store, premium car or premium agency for the redemption of Octagon premium coupons. In serving this territory there are now sixty-one premium stores directly

clerks are busily engaged in filling the thousands of mail orders that come in from all sections of the country covered by the Octagon distribution.

Colgate & Company take the premium department seriously. Its premiums are advertised just as energetically and systematically as the soap products themselves. Over thirty million pieces of premium literature are distributed each year from house-to-house. Premiums are well displayed in the grocery

As the Octagon soap products have been introduced into one new territory after another, the premium advertising and the distribution of the premium catalogs, together with the other literature that is used, have been the barrage that has been laid down in front of the advance of the selling organization, paving their way and smashing opposition. It is to be doubted whether modern business has ever before been in a position to avail itself of as powerful an ally as the premium system in both preparing the ground for the beginning of the

(Continued on page 1021)

How the Canners Tackled the Price Problem

By DWIGHT E. LIBBY

QUITE an impression must have been made on the consciousness of American canned food buyers by the unusual letter "Q" early this spring. The "melody" of the big advertising campaign in which the initial letter of the word "Quality," the Goudy style Q, was featured as the emblem of Quality grades of canned foods, "lingers on." Grocery trade publications and national advertisers of canned foods continue to stress the importance of better grade canned products in illustration and copy.

The "cue" for the new mass movement toward more choicely graded, highly flavored, wholesome canned foods, was what was known in official trade circles as the "Quality Canned Foods Campaign." It began the last week in February, and extended through March and the first week in April. During this period the quality grades of canned foods were exclusively pushed to the fore in the food market by intensive advertising and sales efforts sponsored by the National Cannery Association and wholeheartedly supported by the associations of wholesale and chain store grocers. From an advertising point of view, the conduct of the campaign presented many interesting angles.

Use 105 Newspapers

The abandonment of "The Canned Foods Week" idea, which had been the basis of previous efforts to concentrate public attention on the convenience and economies of canned foods, prepared the stage for the early spring drive. Since 1922, usually during the autumn months, a certain week set apart by the trade for featuring canned foods had been the plan.

The feeling prevailed among many, however, that the idea of holding special "weeks" is getting worn out, so it was decided to change the activity to extend over a period of six weeks.

The increasing attention to quality packs of produce in the canned foods industry led to the adoption of the quality factor as the major appeal to feature during the campaign. This was also prompted by the knowledge that the Canned Foods Week, as previously conducted, tended to promote the sales of lower grades of canned products on a price or bargain appeal.

The early spring drive, therefore, resolved itself into an educational effort to interest the trade in moving quality grades of canned foods. At the same time it sought to create a definite consumer acceptance of canned foods on a quality basis as well as for considerations of their convenience and economy.

The campaign was well timed to emphasize the quality of canned foods to advantage, if at all. Before the campaign got far under

Abandoning the traditional "week" in which canned goods were featured the canning industry extended their campaign to six weeks, changed the time from fall to spring, and featured "quality" instead of price. Brokers, wholesalers and dealers cooperated and have pronounced the campaign a success—after a thorough check of the results. Evidently it pays to push "quality" instead of featuring "bargains."

way in many sections of the country, the stocks of canned food supplies of last season's fruit and vegetable crops encountered the influx of the new season's fresh, green vegetables and fruits shipped from the Southern markets. Canned foods must be of deserving quality to register their hold on the market in the face of such a challenge. The faith of the canners in the qualities of their products could not be better demonstrated than in this daring dispute of the market at that season of the year.

The limited appropriation for the campaign was made available to the committee through the members of the National Cannery Association. Plans were completed and presented to the trade in a joint convention of the canners, brokers and wholesale grocers' organizations at Chicago late in January. A clear-cut and comprehensive outline of the campaign plans and objectives was presented in booklet form to those present. The outline was subsequently sent to selected lists of leading canned foods brokers, wholesalers and chain-store headquarters throughout the country, and followed by the preparation and distribution of other campaign material, which began as soon as the convention was over.

A New Advertising Plan

The campaign involved the problem of making the limited advertising appropriation cover a long stretch, both of territory and time. Newspapers were selected as the obvious principal medium for quickly and repeatedly delivering the messages, "Buy Canned Foods—for Quality" to the consumer.

The most appropriate newspapers for advertising food products in 53 cities were carefully selected for the initial list of sections to receive the newspaper campaign. Other cities and other newspapers were added to the schedule as some additional appro-

The Canned Foods Cue, February 13, 1928

URGES MEMBERS TO BACK PLAN

Roy L. Davidson Pledges Support of Every Wholesale Grocer.

COMMENDS IDEA TO ALL

The sincere co-operation of every wholesale grocer to the big Quality Canned Foods campaign was enthusiastically pledged by Roy L. Davidson, President of the National Wholesale Grocers Association of the United States. He felt that every grocer should get behind the campaign because it will certainly increase and widen the public's appreciation of Quality Canned Foods.

"We enthusiastically endorse this year's campaign," stated Mr. Davidson, "to increase and widen the public's appreciation of Quality Canned Foods. We pledge our sincere co-operation."

"Quality canned foods represent one of the great achievements of the century. Every forward-looking merchant in the food business can conscientiously endorse quality canned foods without reservation."

"Quality canned foods are selected, cleaned, cooked and sealed within minutes in some instances, after the ripe product is gathered from the fields. The flavors of ripe and fresh products are therefore available for discriminating housewife who further food consumption."

Map Showing Newspaper Coverage

The circles indicate the cities where the newspaper advertising will appear during the big Quality Canned Foods Campaign in March and April.

B. C. NOTT LAUDS CAMPAIGN PLAN

President of National Canners' Association Endorses Project.

Hearty endorsement of the Quality Canned Foods Campaign is given by B. C. Nott, President of the National Canners' Association. He is 100 per cent for the basic idea of the campaign and the general plan for its execution. He earnestly urges the loyal support of the campaign by everyone in the trade and in the industry.

"The Quality Canned Foods Campaign," stated B. C. Nott, "is an undertaking of real importance to the trade and to the industry itself. It is an activity, which will last for six weeks instead of only one week as has been the case with 'Canned Foods Week' in the past, and accordingly its influence will be longer felt."

"But the campaign will be especially noteworthy because of the emphasis being placed on the purchase of the Quality grades of Canned Foods by the Consumer, and the featuring of that class of merchandise by the trade throughout the Campaign period."

"I most heartily endorse the basic idea of the campaign itself and the general plan for its execution and earnestly hope that everyone in the trade and the industry will lend their loyal efforts to the

ADVERTISE IN LEADING CITIES

ALL THIS MONTH

Buy Canned Foods of Quality

A newspaper style bulletin was mailed to the trade to explain the various features of the Quality Canned Foods Campaign

priations became available. The final list of newspapers reached 105, located in 85 different cities.

The cities chosen for the newspaper advertising represented the trading areas with the most concentrated population. Naturally these are the points of greatest food consumption.

The newspapers selected to carry the quality canned foods messages to consumers were picked on the basis of their prestige among local and national food advertisers. City and suburban coverages were considered. Unless other things were equal, however, country circulation was not given primary consideration in spite of the fact that efforts were being made to get the grocers in every town in the trading area to back up the campaign idea in their local advertising. Quite a bit of weight was also given to well-based assurances of cooperation by the newspaper in the way of securing tie-up advertising from local chain stores and independent grocers, inducing them to use the specially prepared drop-in cuts featuring the letter "Q" for quality in their local advertising. The effect sought was to spot the letter "Q" in many places through the paper, especially the food pages.

All together the newspaper messages were directed to some 11,000,000 families, or about 40 per cent of the population. Three ad-

vertisements in varying sizes, featuring the "Q" for quality in canned foods" and a suggestion to buy them wherever the campaign posters appeared in grocers' windows, were run each week. The three advertisements generally appeared in the Tuesday issues of the newspapers.

The rather sound reasoning behind the selection of Tuesday was varied for local situations. Instead of tying up with advertising on the heaviest day for grocery stores, which falls the latter part of the week, it was felt that the advertising would be of additional value to dealers to direct attention particularly to special canned foods offerings the early part of the week. There was also a strictly impartial intention to benefit chain store and independent grocer alike. Tuesday was picked as the day either could tie-up advantageously, since there is not on that day the volume of regular advertising of one or the other to dominate the pages as is likely to be the case on Thursday or Friday. It was hoped, and found true, that dealers later in the week would feature the "Q" in their own advertising, so that the appearance of the essential symbol of the campaign idea would be sustained.

Three principal pieces of printed matter were prepared and distributed throughout the country to in-

terest wholesalers and retailers in the campaign, and to enable the latter to hook up with the newspaper advertising in cities wherever the foreign newspaper circulation was enough to be effective. In cities where no newspaper advertising could be undertaken, and where there was no coverage from other points, the local trade was either privileged to finance a limited campaign of its own, or to make the most of the window posters with which retailers everywhere were plentifully supplied.

The window poster was the important piece of the direct advertising material. It was printed in blue lettering against a striking deep red background. The large letter "Q," with the legend "Here's your Cue for Quality" inside of the oval, was visible a block or more away. There was enough distinction to the letter and treatment to catch the eye and compel attention to its meaning. Over 750,000 of these window posters were printed and distributed during the campaign.

Two special campaign newspaper sheets were also printed and distributed. Under the title, "The Canned Foods Cue," these editions were filled with interesting information relating to campaign purposes and activities, and served to keep the trade units enthusiastic

(Continued on page 1000)

Why the Imperial Sales Convention Clicked

By MANDUS E. BRIDSTON

Every sales manager knows the type of salesman who comes to sales conventions convinced that there is nothing for him to learn about selling. To put these men in the right frame of mind the Imperial Candy Company sent each man three questionnaires just prior to the convention. The small percentage of questions which the men could answer proved to them that they had much to learn—and the convention was the best in the company's history.

A SERIES of questionnaires mailed to salesmen just prior to a sales convention was the plan used by the Imperial Candy Company of Seattle to insure the salesmen's interest in the convention program, and to prove to them the necessity of more careful reading of all bulletins from the sales department.

Three questionnaires, the last one sent out just a week prior to the opening of the convention, were planned to find out what the men knew about the company's manufacturing processes and advertising policies, how thoroughly the men had studied their own territories, and whether or not the men were taking advantage of the specific sales data which had been sent to them.

Each man was asked to fill out and return the questionnaires, and told that the correct answers and a discussion of the points mentioned would form a part of the convention program. When the men began arriving for the convention they hunted up John Dudley Roberts, the sales manager, and began asking him for the correct answers. Many of the men admitted that the questionnaire had started them thinking along new lines. That a live convention was assured was evident before the opening session started.

Because the men evinced a live interest in the questionnaire, and the discussion of the questions formed a lively convention theme,



The convention proved to be the best in the company's history, because the men came with definite questions in their minds

it doesn't follow that the men made brilliant records in the intelligence test. They didn't. In fact, after a first reading of the returned questionnaires, Mr. Roberts might conclude that he would have to bulletin 'em harder and faster. Men with honest-to-goodness sales records ranked a flunk on such simple questions as how many salesmen were employed by the company; how much was the annual appropriation for advertising; how the company could obtain thirty cents a pound for "super mix" when similar competitive products sold for twenty. But no grades were compounded on the questionnaire returns; no report cards were issued. No such actual red marks were necessary because the men had found how little they knew on

some points at the convention discussion.

Further, since the men have gone out in the territory again following the "most lively convention," there has been a marked increase in thoughtful selling. Some examples of this thoughtful selling: A salesman made a side trip in unfamiliar territory. When he sent in his report of the trip there was a footnote that would please any sales manager seeking to train his men in terms of profit. This salesman wrote that he had remembered one of the questions when making the trip, namely, that he must make a sales volume of at least \$40 in orders to absorb the \$2 per hundredweight freight rate existent in that territory. He had set his selling speed at \$40 and made it.

Another pertinent "profit question" in the total of three dozen in the series was: "How much expense can you stand to make a trip that takes a day and on which you

can do approximately \$100 business?"

The bulk of the questions referred to the company itself and its policies; about 25 per cent dealt with problems in dealer help; and the remainder treated of the advertising used by the company, the product and data relevant to the salesman himself and his territory. Two, as aforementioned, frankly talked profit.

The intelligence test revealed that some Imperial salesmen were passing up some good sales arguments by a too scant knowledge of the firm they represented.

Here were the questions that gauged the salesmen-knowledge on the firm:

(Continued on page 1004)

Campaigns to Be Launched in Industrial Markets

By R. BIGELOW LOCKWOOD

RICHARD LOGAN and Thomas Runyan both lived in a bustling industrial city located on the banks of the Ohio River. Logan was president of the Copper Mesh Screen Company, Runyan occupied the same position in the Economy Lathe Company, Inc. Both were big men in the community, played rotten golf and called each other Dick and Tom.

One broiling hot day in the middle of summer Logan dropped into the office of Runyan. To reach this office he had to pass through a luxuriously appointed reception room and also through another large room flanked by minor executives in glass cages and a large open space in which the clerical force sat working. As we have said, the day was hot—and sticky; lifeless with oppressive heat which surged in billows through the open windows. Logan had trod that same path many times, but in this instance he noticed something that had previously escaped his attention. This “something” set him thinking, and his friend Runyan noticed his preoccupation as soon as the door opened.

Expensive Indoor Sport

“What’s on your mind, Dick?” was the greeting as Logan accepted a cigar from a generously filled box. “Still thinking over that beating I gave you at golf, yesterday?”

Logan grunted. “Say, Tom,” he said, “what’s that thing on your desk?”

Runyan picked up the implement in question, took careful aim and brought it down with a loud whack. “Practicing my drive,” he replied. “That’s a fly swatter, you poor nut.”

“Do you use those things in that new house of yours?” was the next question.

“Certainly not. You’ve been in it enough times to recognize your own screening.”

9. Selling Copperscreen Cloth to Industry

“What’s the matter with it; doesn’t it work?”

“Ask Mildred; she’ll give you a fine testimonial.”

a gesture. “You pay all these people a salary. You expect them to put in full time working and you check them up on a

time clock, but the whole crowd is wasting your time this very minute.”

“What are they doing?” queried



Photos by Brown Brothers

Screens for the home are taken as a matter of course and yet flies show no partiality. There are literally thousands of industrial offices, laboratories and other sections of plant structures which should be screened as economic, sanitary and efficiency measures

“I don’t need one just now. Look here, Tom, do you pay your family a salary?”

Runyan stared. “What’s the matter with you today? Guess the heat is too much for you.”

Logan grasped the arm of his friend and pulled him toward the door. “Now listen, old man,” he said, sweeping the office force with

Runyan.

“Slapping flies! Watch them. You’re mighty careful to keep flies out of your own home for sanitary and comfort reasons, but right here you’re inviting them to come in droves through those open windows and annoy the people on your payroll. You pay your crew to work, not to slap. How can those clerks

concentrate and shoo flies at the same time? You're a business man, Tom, but you're slipping up on a chance to save money.

"Throw away that fly swatter of yours and screen your office. The Alert Hardware Company in town are good people and they use my stuff, or you can buy the screen cloth and have the screens put together in your own wood-working shop. In any case the investment will save you money and get more and better work out of your force. How about it?"

Runyan closed the door and picked up the fly swatter. "I'll keep this, Dick, he said, "until I can get those screens in. Funny I never thought of it in just that light."

Back in his own office, Logan called in his sales manager.

"Dixon," he began, "I've got a hunch. For a long time you've been talking of the resistance on the part of private house owners to copper screens. We both realize that such resistance exists, and we know pretty well why it does. The average builder of a home usually finds out that his project is costing more than he planned, and so he

begins to modify his first plan.

"He decides that tiles on the floor of the bathroom will have to answer in place of tiled walls. He strikes out the French doors he had planned for his dining-room. He cuts out the copper leaders in favor of the galvanized type because the latter are cheaper. He shaves wherever he can, and after paring throughout he wakes up to the fact that he needs screens.

"By this time he is desperate and decides that maybe later on he will install the built-in kind, but for the first summer he will get along with stock screens purchased from a hardware dealer or made up by a carpenter. When the time comes to buy he compares the prices of good copper screening with ordinary galvanized mesh and decides to save the difference.

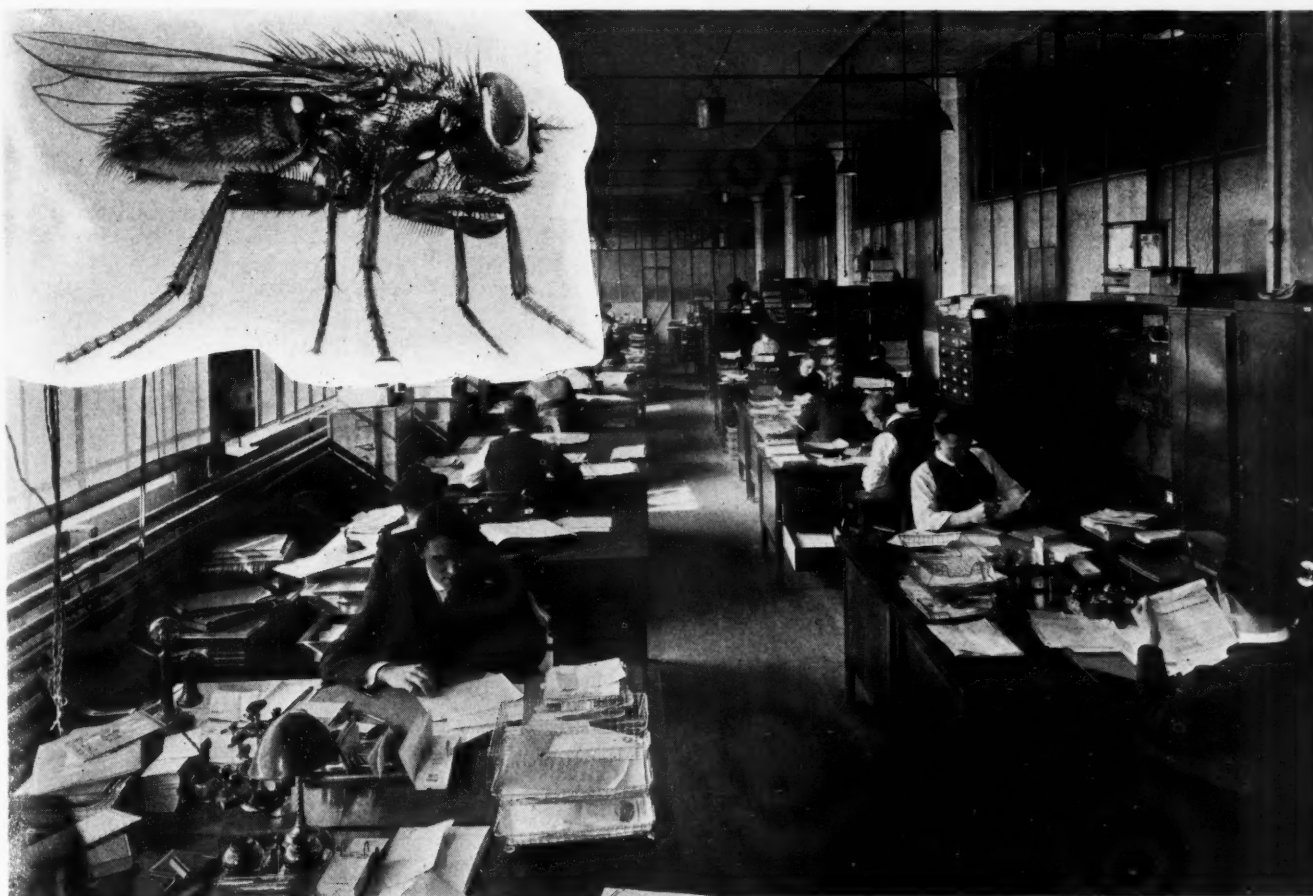
"In spite of this we are, of course, doing a good business and our product finds its way to the Tom Runyan's hotel people, food products and others who are always in the market for copper. A certain proportion of the smaller fellows always yield in the end and we're not worrying particularly about a steady market through our

regular jobber channels. What we want is greater volume, and I believe I know where it lies."

Dixon's eyes sparkled. "Lead me to it," he exclaimed.

"Well, as a start," continued Logan, "Tom Runyan's plant will be equipped with screens as soon as he can place the order, and our copper screen cloth goes in the frames. See the point? The private user of window screens buys on the basis of comfort and sanitation. The latter argument is the big factor among the food products people, but how about industry at large? We know in general where our stuff goes, but it doesn't go far enough.

"Runyan is putting in screens because I reached him through his pocketbook nerve and because I showed him that flies were costing him money. There must be thousands in industry like him who are so used to slapping flies that they never translate the effort of shooing into terms of wasted motion and wasted money. As yet I'm frank to call the idea a hunch, but let's look into it. And here's another point to consider. Industry buys on a quality basis and with



Over industrial office workers hovers the common fly, a source of annoyance and a detriment to efficiency. The best way to foil this pest is not to let it enter

regard for the durability and ultimate economy of the equipment and supplies purchased.

"Tom Runyan never balked at copper screens. He never compared the price of galvanized screen cloth and I question whether he even thought of it. There's a big job ahead to sell industry the screen idea, but I believe that the idea itself will carry copper screen cloth along with it—and that's where we cash in. Get busy, dig up all the facts you can, remember that we are makers of copper screen cloth and then report when you have something definite to work on."

The Copper Mesh Screen Company, as its president had intimated, was doing a comfortable business. Manufacturers of copper screen cloth, it found an outlet for its product through regular trade channels. Jobbers found the line profitable and it sold well to hardware dealers, carpenters and those engaged locally in fitting houses with screens.

The company confined its busi-

ness to the making of the screen cloth and did not enter the field of manufacturing frames or taking contracts to fit windows. This part of the transaction it left to the local tradesmen in communities who were out for local window screen contracts. The hardware merchant bought the screen cloth from his jobber and usually the local carpenter drew upon the hardware dealer for his supply of mesh.

In a few cases the Copper Mesh Screen Company sold direct to certain large and well organized companies specializing in their own patented metallic frames, but practically all of their business was handled through jobber distribution. This jobber contact, built up through many years of intensive cultivation, was an asset which was jealously guarded and not to

be disturbed in any way. Dixon, the sales manager, therefore saw that the work to be done by his company in industry must be of an educational nature rather than a direct contact in the matter of screen fitting and order taking. If some way could be found to interest industry in the screen idea and cause industry to turn to the proper source for window screens, then an impetus would carry all along the line. Jobbers would be forced to carry larger stocks and factory output would increase, to keep pace.

Moreover, Dixon saw clearly that his sales and advertising efforts must have a double purpose. Industry must not only be interested in the idea of proper screening, but it must be sold on demanding Duro copper screen, which was the trade name of the product.

Among the first steps taken by Mr. Dixon was a comprehensive study of his sales objectives in industrial markets, and this is what

he found:

For the manufacturer whose products can be sold to every field, industry offers a maximum sales objective of approximately 115,000 worth-while units. Trends and changes in industry cause small yearly variations but this figure may be taken as approximately correct for working purposes. The breakdown of these 115,000 units which represent more than 95 per cent of the production and income of all industry is as follows:

Mines and Quarries.....	11,400 Units
Public Utilities	26,680 Units
Power Plants	16,000 Units
Construction	7,500 Units
Manufacturing—Class A prospects, plants employing over 50 workers	28,842 Units
These plants produce 78.3 per cent of all manufactured products.	

Manufacturing—Class B prospects, plants employing from 21 to 50 workers 25,379 Units
These plants produce 9.8 per cent of all manufactured products.

The average manufacturer of industrial equipment usually finds, on viewing this market, that the specialized nature of his product prohibits entry into every field. In the manufacturing industries especially a detailed breakdown discloses a wide variety of manufacturing, ranging from the production of machine tools to leather footwear.

A Careful Sale Research

Consequently, when making an analysis of his industrial prospects, the successful leaders in most lines of industrial equipment refuse to be blinded by scattered border-line business. These leaders have determined their profitable markets and have built a commanding sales and service position in these, one by one, as their plant capacity expanded.

For example, a certain manufacturer, selling through over thirty branch offices and making a product used in nearly every industry, found it almost impossible to provide definite quotas for sales action. He had proceeded on the policy that every "smoke stack" was an equally good possibility for his equipment. His sales force was demoralized through lack of control.

When this manufacturer made an actual analysis of all his prospects in industry he found that 90 per cent of his sales possibilities lay in eight particular fields. He established these fields in their relative order of importance and set beside each a quota for the business he could reasonably expect. Then he planned his advertising to back up his sales force with a concentrated drive in these fields.

This drive established his prestige, enabled him to dominate these particular fields and assured an open door for his salesmen with all of his most important customers. Furthermore, the manufacturer then broke down the quotas for each territory. As a result, he gave his sales organization a sound, direct policy which could not be sidestepped. Every salesman was assigned definite business and held accountable for this.

Certain sections of this case ran
(Continued on page 1007)

D. K. Martin, who led the entire sales organization of the Aetna Life Insurance Company in 1927, tells how he wins the confidence of and signs up the prospect who thinks he is "pestered to death" with insurance salesmen.

His Sales Totaled \$1,000,000 in One Week

By RUEL McDANIEL

DURING a single week of last December D. K. Martin, of San Antonio, Texas, sold a little more than one million dollars' worth of life insurance upon which the premiums were actually paid in. That swelled his sales for 1927 to well above the two-million-dollar mark. Thus he led the entire sales force in the United States of the Aetna Life Insurance Company.

Mr. Martin does not look like a salesman. Rather, he reminds you of the quiet, deeply pondering banker or business executive. Nor does he talk like one would expect to hear the best Aetna insurance salesman talk. Probably that explains in part the reasons for Mr. Martin's sales record. He does not look upon selling insurance as a selling proposition. Instead he considers it a consideration of business and service. The prospect who expects to hear from Martin a high-powered evangelistic discourse on death rates and family obligations would be sorely disappointed in what he heard from this champion salesman.

A Typical Prospect

Mr. Martin related his experience in selling a rancher in southwest Texas upon whom no less than thirty insurance salesmen had already called, without favorable results. It gives an intimate insight into his methods.

A friend of Mr. Martin's had told him that this rancher was in the market for insurance, although the rancher himself would not admit it. This friend likewise explained that the ranch owner was financially capable of paying the premium on whatever insurance he contracted to buy.

Martin got the details as to what

the ranchman wished to do with the insurance which he would not admit he wanted; he ascertained the insurance needs of the prospect. As a result, he went out to see the man fortified with something tangible to talk about.

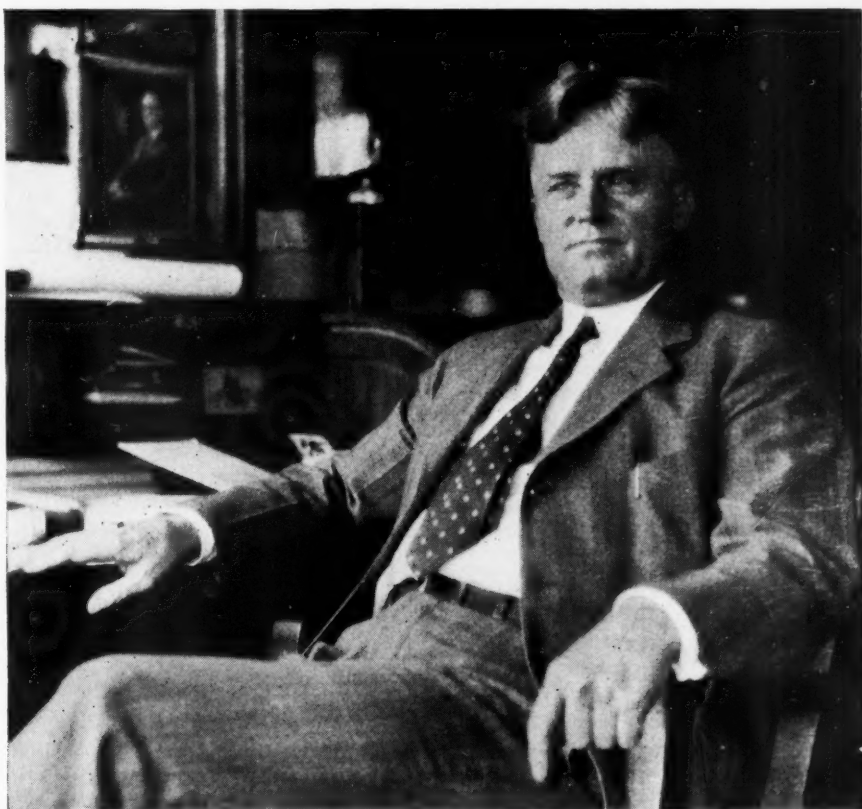
He drove seventeen miles to the ranchman's home, found the prospect at the house, and made known his connection.

"Well, I'm sorry I didn't know you were coming out here," the rancher replied pleasantly but earnestly. "I could have saved you all this trip. I'm not wanting any

insurance. Why, I'm sure there have been at least thirty men out here during the past year to sell me life insurance. I don't want it."

Martin at once switched the conversation to cattle and the dry weather and the condition of the cattle market, apparently taking the man's word that he was not interested in life insurance. The two men talked amicably on the things that the ranchman obviously liked to talk about for fully thirty minutes. Then Martin arose and apparently prepared to go.

"I thought you said you were an



D. K. Martin's plan of selling insurance creates so many satisfied purchasers that he is never without more leads than he can follow up

insurance man," the prospect ventured.

"I am," Mr. Martin replied, "but you told me you were not interested; so I did not want to bore you."

"Oh, well, since you're here, you'd about as well tell me your story. It won't take long; and I don't mind hearing it."

Martin outlined his insurance plan. The ranchman marveled at the intimate knowledge the salesman had of his private affairs and his peculiar protection needs. He did not once try to sell the man merely life insurance; but all the time he was talking of this plan of protection which he had outlined especially to fit the peculiar needs of this man. It was a plan that assured financial independence for the ranchman's wife and four children in case of his death, through protection of his estate.

"That's different," the prospect commented after Martin had gone into the plan.

During the next few minutes the ranch owner agreed to take \$76,000 worth of insurance. They were making out the application when the client's wife overheard the conversation and belligerently came upon the scene. Mr. Martin went over the plan with her and noted a gradual change in her attitude. "And, anyway," he concluded, "I'm not at all certain whether or not the company will accept your husband for \$76,000 worth of insurance. You'd be surprised how many men can't get such a policy from our company."

"Why, certainly they'll take him!" she defended.

Learning the Buyer's Problems

THE outcome was that the client would make application for the policy, subject to the company's acceptance following his medical examination. When the policy did go through and was delivered, both the ranchman and his wife entertained not a little pride in the fact that he had been accepted for that amount of insurance.

A few months later—in December of last year—the ranch owner telephoned Mr. Martin to come out to see him. Martin went out and wrote a \$250,000 policy to take place of the first one he had written. The ranch owner had learned to look upon insurance as a tangible business proposition and not merely something to be talked about in connection with death, and as a consequence he saw where he

could use the quarter-million policy to advantage.

"The most important step in selling a man," says Mr. Martin, "is to learn his problems, and then sell him a plan that will solve these problems. I believe I would do exactly the same thing if I were selling in any other field. It seems to me that the rule is a basic one, which can be applied successfully in any field. No man wants to buy something merely because it is for sale. But if you can show him where it will be of service to him—help to solve his business problems—then he will buy it. You won't have to sell it to him."

"Nearly every man has some sort of financial problem which the right insurance policy can solve for him. Before I ever approach a man I learn what his problem is, and then I work out a solution of it, based on an insurance policy. I sell him the service this insurance will render in the solution of his problems. I try to keep away from insurance as mere insurance."

Chains of Sales

THAT plan of selling produces so many prospects that Mr. Martin is never without new leads. A client whose problems he has solved with an insurance policy tells him about friends who need insurance and suggest that he go see them. Usually he is able to get enough information to arrive at an idea of the problems to be solved, so that he is able to present a service plan on his first visit.

Just such cooperation from clients made it possible for Mr. Martin to sell a million dollars' worth of insurance in one week last December.

During the same week that he replaced the ranchman's \$76,000 policy with one for \$250,000 he also sold a similar policy to the rancher's wife—the wife who was stubbornly against insurance when Martin first visited the ranch. A business man whose name the rancher gave to Martin bought a policy amounting to \$350,000 that week on Mr. Martin's first visit to his office. In the single call he sold the policy, made arrangements for the double medical examination and collected the premium amounting to more than \$12,000. He sold the man because the prospect had a definite financial problem to solve, and the plan prepared by the insurance salesman solved it. The man was shrewd enough to appreciate the service.

The following day Martin sold a policy of \$50,000 to each of this business man's three sisters. While he was waiting in the hotel lobby to meet the sisters he sold \$10,000 worth of insurance to a son of the business man!

"Of course, big men are easier to sell than little ones," says Mr. Martin. "It is easier to sell a policy of a hundred thousand than for one thousand, providing you have a hundred-thousand-dollar man to start with. The person who can afford only one or two thousand dollars' worth of insurance obviously is a poor business man and is incapable of recognizing the service that the right insurance can render him. On the other hand, the really successful business man can recognize the business aspect of the right proposition and will buy insurance gladly when you show him where it will solve his problems."

Mr. Martin believes that high-pressure selling has seen its day. "A successful business man knows too much about salesmen's tactics to be high-pressured," he declares. "He will not be fooled or frightened into buying anything. He wants to know that he will get his money's worth out of a thing nowadays before he agrees to buy, irrespective of fine selling."

A Constructive Approach

INSURANCE has been sold by so many of all grades and classes that it is widely misunderstood. The average man throws up his guard against high-pressure sales effort the minute you mention insurance to him, unless you approach him from *his* angle. Because insurance seemingly is so plentiful the average man does not properly appreciate it. I find that if you can show a man he is buying something everyone cannot buy, he sees it from a different angle. It does take a substantial and healthy man to get an insurance policy larger than \$50,000; and I find that to impress that upon a prospect makes him appreciate insurance more."

Howard C. Sayre, formerly in charge of the Publication Data Department of the Association of National Advertisers, and previously space buyer in several New York advertising agencies, has been appointed head of the Media Department of Griffin, Johnson & Mann, Inc., New York agency.

Frigidaire
Service Department
Presents—

Sand on the Slippery Sidewalks

Produced by the
Newspapers' Film Corp.

 A Jam Handy
Picture

It Keeps Sales from Slipping

When Frigidaire decided to give its dealers a clear picture of how customers should be handled, they engaged expert service to help present their ideas.

Under Frigidaire supervision, the right motion picture for the purpose was planned and produced on schedule. Only Jam Handy Picture Service was required.

The completed picture was shown at national conventions, and dealers throughout the United States paid for the copies shown regularly to their service men, with the help of field service by the Jam Handy organization.

Show Your Dealers How

Motion pictures of the right kind offer the clearest, quickest way to make effective impressions that carry conviction and supply proof.

Jam Handy Picture Service is organized to produce nationally and protect meetings nationally. Twelve years of successful experience has developed a staff of one hundred persons highly skilled in making industrial motion pictures and other lighted pictures for sales education and instruction.

On the technical side, Jam Handy Picture Service has the largest studio and laboratory in the world devoted exclusively to the production of commercial pictures and is producing a majority of all the industrial pictures professionally made.

Every picture we have ever made has helped accomplish the buyer's purpose.

Jam Handy Picture Service

Newspapers' Film Corporation

6227 Broadway, Chicago

NEW YORK, GRAYBAR BLDG. — DAYTON, REIBOLD BLDG. — DETROIT, GENERAL MOTORS BUILDING
REGIONAL SALES AND SERVICE REPRESENTATIVES AT PRINCIPAL POINTS THROUGHOUT THE U. S.
STILL AND MOTION PICTURES — PROJECTORS — ANIMATED DRAWINGS — SCREENS — SLIDEFILMS



Late breakfast
Go to church
Work in the garden
Sleep
Play with the baby
Wash the dog
Clean your pipes
Golf
The comic sections



Sit around
Play catch with the boy
Tea
Go for a drive
Lawn putting
Work in the basement
Lawn tennis
Contract bridge
Visit friends



Wash one's hair
Long walks
Short walks
Write letters
Sunday papers
Read a book
Light drinking
Listen to the radio
Wash the car



Dance
Go fishing
Clean out closets
Picnic
Cut the grass
Movies
Listening
Country Club
Vespers
Clean the garage

Things to do on Sunday



SUNDAY is still the best day to get your advertising message to sales prospects—if you can only get your prospects to your message. + Present day people have more to do and do more than sit around and read several-sectioned Sunday papers. + They read and run. The advertisements must hit and run. + Therefore the Sunday News—small, compact, convenient, all in a piece except for the comics and rotogravure. + Easy to handle, to look at, to read. Time saving rather than time taking. Illustrated and interesting. + Because it is a readable Sunday paper, 1,500,000 families in and outside of New York have learned to like it and read it. + This circulation, 75% concentrated in New York City and suburbs, is a marvelous advertising audience. The Sunday News actually gets advertising to it. The cost, roto or run of paper, is low. + For more resultful advertising, investigate!

Sunday
THE NEWS New York's Picture Newspaper
Tribune Tower, Chicago 25 Park Place, New York



"Advertising is supposed to send people to stores."

Can We Eliminate the Waste in Advertising?

By CHARLES AUSTIN BATES

THAT there is a deplorable and inexcusable waste in advertising is not disputed, so far as I have been able to discover, by any student of the subject. Differences of opinion develop only when we try to determine just where, why and how the waste is accomplished.

We can see plenty of moths in the other fellow's eye and remain serenely unconscious of the beam in our own. Each advertising agent, contemplating the work of another, can detect waste galore in plan, in copy, in selection of media. Sometimes, contrary to the ethics of the guild, he is quite direct in his comments. Sometimes he merely grieves in silence.

It is natural and inevitable that the producer and seller of newspaper space should consider the use of so much magazine space wasteful—and vice versa. The purveyor of outdoor publicity is sure that the diversion of part or all of the money to his medium would result in economy and added efficiency, while the direct-mail man, of course, knows that all the others are wrong. Trade and class paper representatives howl like timber wolves when

"The very general lack of specific objectives," says Mr. Bates, "is the reason for most of the waste in advertising." He claims that the average advertisement lacks directness and explicitness and fails to suggest or influence the reader to action. Advertising should be done as though the very existence of the advertiser depended upon it—then there would be less waste, and fewer dismal failures.

the possibility of waste is suggested in connection with their space.

Advertisers, local and national, consider the cost of advertising excessive and seek reductions in space rates and lower prices for printing. They attempt to apply merchandise methods to the purchase of advertising, forgetting that long and intimate experience has made them expert judges of quality and values in merchandise, while their real study of advertising has been perfunctory or at best casual and intermittent.

They are influenced largely by what their competitors are doing, without stopping to think that perhaps the judgment of these com-

petitors may be faulty. This is particularly evident in local newspaper advertising and often the newspapers in their own announcements foster and encourage the habit by boasting of their great lineage—as if that alone were conclusive evidence of its value. It may indicate merely the superior powers of blandishment possessed by the space salesmen.

There persists the feeling that there is mystery about advertising—that it must be done largely and persistently and that somehow, in an unaccountable and unanalyzable manner, profit will ensue.

The power of advertising is vis-

ualized in terms of big space, of typography, of art, and it is expected to perform miracles of sales, in merchandise not wanted by the people it reaches, or not wanted at the price.

I like to talk about local retail advertising because in it I find it is easier to get down to brass tacks. There is no excuse for a local retailer not knowing with fair exactitude whether or not his advertising pays, and which kind pays best. If he does not know these things it is because he does not care to take the trouble to find out.

If he finds that the advertising does not pay, his next step is to discover why. The trouble may be in the advertising, or it may be in the merchandise, the prices, or the store. It is comparatively easy to find out which.

The national, or general, advertiser is not so fortunate, but he also can arrive at facts if he wishes to do so. For after all, nearly all national advertising is retail advertising. It is addressed to consumers who are customers of the local stores. Its object is to drive or lure these people into the retail stores. It does this, or it does not. It is

people to buy our goods, but we do not know which people.

We address a mass, forgetting that advertisements are read by individuals. We do not tell them explicitly enough just what we want them to do, nor why, nor when. We publish posters in publications which people buy to read. We merely remind when we should instruct and persuade. We generalize.

A recent advertisement in a \$11,500 page was headed: "The Final Perfection In Baked Beans." Curious to know what this final perfection was I read four hundred words of copy, expecting each paragraph to reveal the secret. Nothing so indiscreet was permitted to transpire. It was just "final perfection."

Our beans are better than the other fellow's—no facts, no reason, just blah. The copy wasn't worth what it cost to set it in type and, aside from the poster value of the page, an \$11,500 opportunity was thrown on the scrap pile. Perfection being mainly a matter of taste and opinion, the work is meaningless in advertising unless supported by facts in detail.

Forrest Crissey's next article in his series on men who have reached the top by way of the sales department tells how Eugene M. Stevens "sold" his way to the presidency of the Illinois Merchants Trust Company of Chicago—one of the country's foremost banks. Look for it in an early issue.

possible to find out whether it does, or doesn't—and to find out why. To do this requires some time, work and thought—real thought. But once you have the answer in one community you have it in all.

Claude Hopkins planned Pepsodent advertising and spent \$1,000 in one small city. It worked. He tried the same plan and copy in several cities. It worked. With a proved method, the advertising was extended to fifty-two countries with copy translated into seventeen languages. And it worked.

This advertising was planned and written for the definite purpose of causing people to act in a certain way, at a certain time, in a certain place. And it is my conviction that most of the waste in advertising is due to the very general lack of specific objectives. We want

readers any blessed thing except that we want to sell our goods.

(6) Excessive prosperity—too many concerns have too much money. It is not necessary that their advertising should pay its way. The business is big enough and profits so ample that a few thousands of dollars, one way or the other, do not materially affect the profit-and-loss, or financial statement. The advertising may not be 30 per cent efficient, but who knows? Who should worry?

The Advertiser's Public

An advertising man to whom I talked about the baked beans advertisement referred to, said: "Maybe they don't want the advertisement to sell anything. Perhaps all they require is reminder advertising. They have about 100 per cent distribution and their past work has been so good and so big that everybody knows the whole story already."

Yes—everybody knows. But 3,300 who knew it yesterday don't know it today because they are dead. And every day about five thousand young people reach the age when they are receptive toward information about canned goods.

There are in the United States about two million births per year, one million two hundred thousand deaths, and about the same number of marriages. The advertiser's public is in a constant state of flux. Besides which, the best of us forget. What were Wilson's Fourteen Points? On what day did Lindbergh land in Paris? Who was Lieutenant Governor of your state in 1910?

We know that Ivory soap is approximately pure, because we have been told so for thirty-five or forty years and are still being told. Also it still floats in the advertising pages as well as in the bathtub.

"Well," said my advertising friend, "if that is the wrong kind of advertising, what kind should they do?" They should do the kind they did when they were qualifying for the big league. The kind they used when their market was limited to the boundaries of the old home town, when their very existence depended upon the efficiency of the advertising.

I do not mean that it must wear old-fashioned clothes, nor that its tone must not mellow with age. I do not mean that new facts must not be used, if there are any. But just because we are rich it is not necessary to be reckless.

Principal among the causes of waste in advertising are these: (1) Extravagance in covering too thoroughly a given town or territory—insistence on complete coverage when the last 30 per cent costs as much or more than the first 70 per cent—the use of a second, third and fourth paper, when if we could really sell a small percentage of all the readers of one paper, our everlasting fortunes would be made.

(2) Inadequate coverage, due to spreading out over more territory than we have money to cover. (3) Attempting national advertising, with distribution means and methods sufficient for only a few states. (4) Lack of definite objectives. (5) Dumb copy—by which I do not mean illiterate, unbeautiful, or dull. I mean just dumb—copy that does not tell

Nation's Electrical Industry Votes Cooperative Campaign

A COOPERATIVE advertising and selling program embracing all branches of the electrical industry and sponsored by the Society for Electrical Development, was approved by the Board of Directors of the Society at a meeting in Atlantic City, Wednesday.

The Society, on whose Board sit the officials of the other major national associations will act as a clearing house for the development of this plan.

J. Walter Thompson Company has been selected to make a market survey to tie-in all of the industries' local and national selling facilities.

The plan was announced by J. E. Davidson, president of the National Electric Light Association, and vice-president and general manager of the Nebraska Power Company. The announcement came as a climax of the annual meeting of the N. E. L. A., at Atlantic City.

Mr. Davidson pointed out that "strides of others prove our case is too slow."

"In many respects our market is growing faster than we are. I do not mean to criticize the sales efforts of individual companies, nor of individual groups. Splendid individual sales and advertising campaigns are being carried on. Columns are being thrown forward, well ahead of the line of battle. But collectively we are not engaged in that unified and coherent action which alone holds out the promise and the hope of those victorious results to which we are fairly entitled."

Some Questions Answered

"The keenest competition of all is not among individual manufacturers but among industrial units. It is academic to tell you that in our fight for sales we are competing with the automobile industry and the whole roster of great industries among which the consumer distributes his purchases. Why is it that we are not making greater headway? There are numerous answers. But I venture one which few will challenge."

"It is a fact that as an industry we have not organized for a powerful and sustained advertising and sales promotion drive to impregnate the entire consuming public with what we call 'electrical consciousness.'"

"There has been much discussion. Essential information has been gathered and analyzed. The ground is well prepared. This is the moment to strike—and vigorously."

"We have served well, but we have not sold well," C. E. Greenwood, newly appointed commercial director of the association, told the commercial section here. Mr. Greenwood pointed out that, in the period from 1922 to the present, eight million new homes have been wired, a gain of 80 per cent over the total wired in the previous thirty years. At the same time, however, he said the loss in kilowatt hours sold per dollar of investment amounted to 10 per cent owing to the increased capital required

for transmission, distribution and other expenses in connection with rapid expansion.

"We point with pride to the fact that approximately 45 per cent of the industrial power load is now operated with purchased current," he said, "and the average installed horsepower per wage earner increased 3.16 in 1914 to 3.27 in 1927, a good selling job, but let us build commercial breastworks around this load to hold the ground we have gained."

"Your commercial department submits that we can secure greater potential strength in our future marketing accomplishments by focussing immediate attention on better advertising, better wiring, better selling and better organization."

"The Association is taking steps to defend itself against 'unwarranted attacks' upon the industry, according to the report of the public policy committee."

For the Public

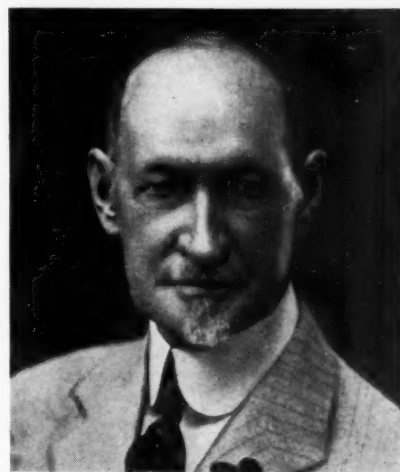
"The electrical industry claims the right to develop along normal economic lines unhampered by unwarranted and unjust interference. Conscious that its entire development has been in the public interest, it should continue to use every legitimate channel to present to the public the facts and policies of its business."

"In no industry has there been a quicker translation of a discovery made in a laboratory into every-day application. The National Electric Light Association is an important contributing factor in electrical development. It is an institution maintained by the industry for the improvement of engineering and commercial practices so that the experiences of the member companies are quickly and widely diffused. The services of the association are distinctly in the public interest."

May Building Permits Up 6% Over Last Year

The total value of building permitted for 160 cities of the United States in May, as reported to Bradstreet's, was \$304,039,693, as against \$273,033,794 in April and \$284,698,305 in May a year ago a gain of 11.3 per cent over April and of 6.8 per cent over May a year ago. Of the aggregate above shown, New York City in May provided \$86,905,251, as against \$81,984,782 in April and \$71,151,946 in May a year ago, gains of respectively 6 and 22 per cent. The total for 159 cities outside of New York for May was \$217,134,442, as against \$191,049,012 in April and \$213,546,359 in May a year ago, gains of, respectively, 13.6 and 1.6 per cent.

The gain shown for May over a year ago of 6.8 per cent at all cities must be considered in connection with the fact that May, 1927, showed a decrease of 7.9 per cent from 1926, and the latter in turn showed a decrease of 6 per cent from 1925.



Joel Cheek

Postum Company Buys Maxwell House Coffee; \$44,600,000 Is Involved

POSTUM COMPANY, INC., confirmed Tuesday its reported acquisition of the Cheek-Neal Coffee Company, Nashville, roasters of Maxwell House coffee, for approximately \$44,600,000.

No immediate changes in the advertising and selling staff and policies are contemplated.

Postum paid \$21,250,000 in cash, equivalent to 175,000 shares of the present Postum stock or 350,000 shares of the new Postum stock—bringing the total price paid to \$44,600,000.

Stock for the acquisition of the Cheek-Neal company will become available at the forthcoming meeting of Postum stockholders June 21, when they will vote on a proposed increase in authorized capital from 2,000,000 shares of no par value to 5,000,000 shares; 100 per cent stock dividend also will be voted, which will increase the outstanding stock issue from 1,734,906 shares to 3,469,812, leaving in the treasury 1,530,188 shares.

How the company will provide the funds for the proposed cash payment of \$21,250,000 was not revealed today. It is believed in Wall Street that an offering of stock to the public will be made.

The rise of the Cheek-Neal Coffee Company from a very small concern to the leader in the coffee trade of the country is one of the most interesting stories of modern business success. Starting life as a grocery salesman and traveling through the mountain region of Tennessee and Kentucky, Mr. Cheek built up an enviable reputation as a salesman. He was famous among his trade for making every store on schedule, in spite of bad roads, high water, storms or other contingencies. Much of his territory was covered on horseback.

He is said to have developed a special blend of coffee which made the old Maxwell house of Nashville widely known for the quality of its coffee. When he began branding his coffee, he chose the name of the famous old hotel.

The various branches of the company, are under the management of sons of Mr. Cheek.

300 Communities Advertised Their "Wares" During 1927, Commerce Survey Reveals

THREE hundred communities and cities carried on systematic community advertising campaigns in 1927, it is revealed in a new report issued by the Department of Commerce. The report, prepared by Wroe Alderson, of the Domestic Commerce Division, is an expansion and continuation of a survey undertaken by the American Community Advertising Association.

While many of the questionnaires through which the data for the report was gathered brought only the indefinite type of report that individual campaigns had proved successful, without furnishing any further facts or figures, some of the reports uncovered some exceedingly interesting returns.

Results of Advertising

The City of Atlanta, for example, which has been advertising under the direction of the Forward Atlanta Commission, declares that an expenditure of \$250,000 made in one year brought a 3,000 per cent return in actual cash payrolls alone, or an additional payroll of \$7,723,750. The report continued, "During the year 169 new industries came to Atlanta, bringing employment for 4,909 people. The year marked the high tide in Atlanta's development."

Miami, Florida, reported that \$100,000 spent in advertising brought about 300,000 tourists to the city. These reports are typical of the general tone of the majority of cities reporting.

Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce, in the foreword to the report, points out that with an unusual advertising budget in the United States, amounting to \$1,000,000,000, the need for adequate research which will determine the most effective methods of investing advertising funds, is becoming more and more marked. It was toward this end that the Bureau of Foreign and Domestic Commerce cooperated with the Community Advertising Association in uncovering helpful facts about the experience of community advertisers. Dr. Klein says:

"About a year and a half ago the American Community Advertising Association asked the Domestic Commerce Division of the bureau to assist it in making a survey of the work in community advertising. At that time a representative of the association was stationed in Washington and it was proposed that he prepare a questionnaire which the Bureau would send out. The questionnaires were sent out and a fairly satisfactory return was secured, but before any analysis could be made the association representative was withdrawn from Washington and for some time no effort was made to analyze the replies.

"An examination of the schedules indicated that they contained a considerable amount of valuable material, and some correspondence revealed a rather wide interest in having it correlated and made available in published form. The replies to the questionnaires were some-

what deficient in regard to specific results obtained from community advertising. Consequently, a supplementary questionnaire was sent to a selected list of cities, which resulted in further information on this particular point.

Many Suggestions Obtained

"The manuscript of this bulletin was submitted to a number of men familiar with community advertising. Valuable criticisms and suggestions were obtained from Charles F. Hatfield, president, and Don E. Mowry, secretary, of the American Community Advertising Association; F. Stuart Fitzpatrick, assistant manager of the organization service department, United States Chamber of Commerce; James O'Shaughnessy, secretary, American Association of Advertising Agencies; Marlin E. Pew, editor, *Editor and Publisher*; William A. Thomson, director, Bureau of Advertising; C. P. Wood, director of research, Lockwood, Greene & Co., and E. De Witt Hill, community advertising expert, H. K. McCann Company; and these have been incorporated in this report."

The survey is known as Report Number 21, Domestic Series.

In a current booklet on "American Community Advertisers of 1927," the Bureau of Advertising estimates that \$1,212,673 was spent by American communities in newspaper advertising last year.

Atlantic City, the bureau believes, was the first municipality to advertise its wares. Atlantic City began in 1890.

Extract Manufacturers May Start Advertising

The National Association of Extract Manufacturers, which recently held its annual convention at Buffalo, is contemplating a five-year advertising program, a plan having been submitted to the incoming executive committee. George H. Burnett, who was elected president, urged the Association and individual members to advertise.

Parry to Erwin, Wasey

Duke Parry will handle publicity in the New York office of Erwin, Wasey & Co. Mr. Parry started his newspaper career on the *Kansas City Star* and has since served on *Stars and Stripes*, a service publication, the *Japan Advertiser*, the Hearst editorial and business staff in the Far East, as Peking correspondent of the *Philadelphia Public Ledger*, and more recently with the United Press Associations.

Goodyear Names Robertson

J. A. Robertson, at one time advertising manager of the Gold Dust Corporation, New York, and for the past two years in business for himself in Chicago, has been appointed assistant advertising manager of the Goodyear Tire & Rubber Co., Akron.



W. E. Underwood

W. E. Underwood Joins Lord & Thomas & Logan

W. E. Underwood, advertising manager of the National Lamp Works of General Electric Company, Cleveland, and connected with that company for sixteen years, has joined Lord & Thomas and Logan, Inc., where he will contact on General Electric Refrigerator and other accounts.

Mr. Underwood has written extensively on merchandising, store display and jobbers' salesmen. He is also the author of a popular book on archeological subjects, and of short stories, business skits and motion picture scenarios.

Remington-Rand Elects Merrill Vice-president

William Fessenden Merrill, associated with the National City Company since February of this year, has been elected vice-president and general manager of the Remington-Rand Company, replacing George P. Wigginton, resigned. Mr. Merrill has been president and general manager of the Lamson Company of Syracuse.

Mr. Wigginton's resignation was announced in *SALES MANAGEMENT AND ADVERTISERS' WEEKLY* last Saturday. He has not announced his plans.

Minard-Shaw Changes

D. Minard-Shaw is now with Joseph Katz Company, Baltimore advertising agency, as assistant to the president. Mr. Shaw was formerly sales manager of the Joseph Richards Company, and at one time in charge of advertising for the Eastern division of the Ford Motor Company.

[illegible]

Petro Gives 14-Day Test "To Settle Burner Question"

BY LAWRENCE M. HUGHES

"TO settle the oil burner question," the Petroleum Heat & Power Company, New York City, has inaugurated a plan of giving the prospect an "opportunity to live with Petro oil heat for two weeks without any obligation on your part."

Petroleum Heat & Power has also undertaken to guarantee every oil burner that it installs.

"If Petro doesn't heat your house to your satisfaction," says the announcement, "we'll remove it."

Both phases of the merchandising program are being advertised in full-page space in *Vanity Fair*, *Vogue*, *House Beautiful*, *House & Garden*, *Charm*, *National Geographic*, *Popular Science* and a half dozen business papers in the architectural, fuel oil and heating contractors' fields. Three-fourths of the appropriation, however, Albert G. Whaley, advertising manager, Residence Burner Division, told SALES MANAGEMENT AND ADVERTISERS' WEEKLY, is being run for the company's distributors in about 100 newspapers throughout the country. The guarantee plan, Mr. Whaley said, is emphasized here.

Although the newspaper advertising is done in the interest of the distributors, he explained, it is paid for entirely by the factory. Size and frequency of insertion vary with the number of dealers served by each distributor and the size of the distributor's orders. Full pages are being taken for some of the largest. One thousand lines is an average start-off size.

"We feel safe in guaranteeing the service of our heaters," Mr. Whaley pointed out, "because, during the period

Petroleum Heat & Power has been engaged in installing domestic burners, records show that when a Petro goes in it stays in.

"The object of the guarantee, of course, is to enable the prospect actually to enjoy oil heat before having to make final decision. If your heating plant is suitable for oil heat your local Petro dealer will install the Petro and allow you to use it two weeks. The prospect alone is to be the judge. All that it can cost you is the amount for oil consumed.

"Installation is so simple that the heating plant can easily be put back in its original position if the prospect decides adversely.

"The new advertising campaign is based on a nation-wide survey of 4,500 oil-burner owners. Personal calls were made in each case. It was found that 50 per cent of oil burners are bought because of what users said; 23 per cent because of the advertising, and 27 per cent because of direct personal selling.

"We discovered, too," Mr. Whaley said, "that it's not the *relief* from other forms of heat, but the *thrill* of Petro Oil Heat that makes owners enthusiastic. . . . It's in never having to think about heat—not in *forgetting* the furnace. . . . We believe that what you think Petro oil heat means to you *beforehand* does not begin to describe what it means to you *afterwards*. The reasons that lead many to decide on Petro are forgotten the first week they have it."

The advertising mentions its ease of installation and the automatic operation of this type of burner.

Vending Companies in Big Consolidation

THE General Vending Corporation, Automatic Merchandising Corporation of America, Sanitary Postage Service Corporation, Scher-Mack Corporation of America, and the Remington Service Corporation of America are uniting to form a new company, to be known as the Consolidated Automatic Merchandising Corporation of America.

All of these companies will be combined under the auspices of the United Cigar Stores Company. The General Vending Company is one of the largest units to enter this merger. It controls 36,000 automatic weighing machines, and through its subsidiary, the Hoff Vending Corporation of America controls the sale of Wrigley brands of chewing gum in vending machines, as well as the automatic sale of Life Savers.

The Remington Arms Company will manufacture the machines for the new company. This organization will be represented on the board of the consolidation by Saunders Norvell, president of the Remington company.

The vending machines are placed in many chain stores, among them being the stores of the Woolworth Company, Liggett Drug Company, Walgreen Drug Company, J. C. Penney, Owl Drug Company, Happiness Candy, United Cigar Stores, Schulte Company, Union News Company, Metropolitan Stores, McCrory and Grant company.

Hunt Heads Aluminum

Roy A. Hunt has been elected president of the Aluminum Company of America, succeeding Arthur V. Davis, who has been made chairman of the board. Mr. Hunt has been a vice-president and director of the company.

Edward K. Davis has resigned as a vice-president and director, to become president of Aluminum, Ltd.

Forty-one Rubber Companies Will Aid Work of Institute

THE NEW RUBBER INSTITUTE, INC., embarked last Saturday upon its program to eliminate trade abuses and standardize selling practices in that industry.

A board of directors was elected preparatory to filing papers of incorporation and pending approval of Federal authorities. The meeting was attended by about seventy-five representatives, forty-one of whom joined the institute immediately and became charter members.

Addressing the meeting, General Lincoln C. Andrews, formerly assistant secretary of the United States Treasury Department, who has just become director general of the new rubber organization, asserted that "the organization proposes to promote in the industry a mutual confidence and high standard of business ethics; to eliminate trade abuses; to promote sound economic business customs and practices; to foster wholesome competition; to provide ultimately for individual efficient business management operating independently an opportunity to do business with an adequate return, and thus generally to promote the service of the industry to public welfare."

Name Board Members

The board of directors comprises fifteen men, representing three classes of rubber business, according to annual volume. The three classes, including five men each, are the \$50,000,000, the \$10,000,000 to \$50,000,000 class and the "less than \$10,000,000 class." These follow, respectively:

H. S. Firestone, Firestone Tire and Rubber Company; H. T. Dunn, Fisk Rubber Company; P. W. Litchfield, Goodyear Tire and Rubber Company; C. B. Seger, United States Rubber Company; J. D. Tew, B. F. Goodrich Rubber Company; A. F. Townsend, The Manhattan Rubber Manufacturing Company; F. C. Hood, Hood Rubber Company; W. O'Neil, General Tire Rubber Company; Samuel Woolner, Jr., Kelly-Springfield Tire Company; F. A. Seiberling, Seiberling Rubber Company; A. B. Cornell, Hamilton Rubber Company; E. S. Boyer, American Hard Rubber Company; Thomas Machett, Hewitt Rubber Company; C. D. Garretson, Electric Hose and Rubber Company, and C. S. Dickey, Corduroy Tire Company.

Others who signed the organization declaration were:

H. L. McClaren, Ajax Rubber Company; William F. Pfeiffer, Miller Rubber Company; G. P. Germain, Dunlop Tire and Rubber Company; J. P. Gabeline, Standard Ford Tire Company; F. H. Comey, Falls Rubber Company; N. Lincoln Greene, Clifton Manufacturing Company; S. S. Miller, Mohawk Rubber Company; Louis Alexander, Industrial Rubber Corporation; Paul O. Himmebright, Monarch Rubber Company; J. Schwab, Salem Rubber Company; F. B. William, Jr., Whitehead Brothers Rubber Company; L. J. Schott, Northern Rubber Company; Thomas Morrison,

Jr., Murray Rubber Company; A. L. Schoff, Overman Cushion Tire Company; J. H. Lambert, Acme Rubber Manufacturing Company; H. R. Young, Combination Rubber Manufacturing Company; J. H. Michelin, Michelin Tire Company; A. A. Garthwaite, Lee Rubber and Tire Company; A. H. Canfield, The H. O. Canfield Company; Otto Basten, Sterling Tire Corporation; J. M. Whitehead, Norwalk Tire and Rubber Company; W. C. Hoover, Cord Tire Corporation; C. E. Pumphrey, Fidelity Tire and Rubber Company; S. T. Campbell, Aetna Rubber Company; J. N. Alderfer, India Tire and Rubber Company, and Eberhard Faber, Eberhard Faber Rubber Company.



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Lincoln C. Andrews

Largest Order for Aircraft Placed

Pratt and Whitney Aircraft Company of Hartford, Connecticut, have just received what is said to be the largest commercial order for aircraft engines yet placed. The order comes from the Boeing Airplane Company and calls for 101 Hornet air-cooled radial engines of 500 horsepower, and 10 Wasp motors of the same type of 400 horsepower. Approximately \$1,000,000 is involved in the deal.

The Boeing Company has headquarters in Seattle and is the carrier of the air mail from Chicago to the Pacific Coast. It recently acquired Pacific Air Transport, which operated the mail route from Los Angeles to Seattle. Further expansions are said to be under way.

Selling in Presidential Years

OUR cover this week seems to typify rather truly the situation which confronts sales executives in a presidential year.

There is always much pondering on the results to business of this or that candidate's securing the nomination, followed by further wondering about which nominee will be elected. Everybody tries to anticipate the effect on business of the election of candidate "A" as contrasted to the results if candidate "B" moves into the White House for the next four years.

This whole process of speculation is carried on down the line from the chief executive to the members of Congress, and to state and community office holders, etc. But has such speculation ever produced one additional dollar's worth of business?

The modern business man had decided that the question of the relation between business and politics is as difficult to answer as questions addressed to the historic Sphinx.

Knowing that sales must be made regardless of who is elected business has found its own solution to the question by going after sales aggressively in place of the old practice of marking time while speculating on the possible results of elections.

Because this attitude has grown to be almost universal among business men each succeeding presidential election year is having less and less direct effect on business conditions and business opportunities.

Announce Winners in Fabric Design Contest

The Art Alliance of America has just announced winners of the national contests for textile designs. Vanna Peters of Los Angeles won first prize of \$250, and Helen C. Grossman of Greenwich, Connecticut, second prize of \$100 in the silk and cotton costume fabric class.

The Sterling Silks Corporation offered a prize of \$125 for a Jacquard upholstery fabric design which was won by Dorothy Estes of the Texas State College, Houston, Eleanor B. Craig-hill of New York won the second prize, \$100, for a design for dress fabrics of American inspiration offered by the Sterling Silks Corporation, was won by Aontion Petrocelli of New York, and Josephine Surchi of Brooklyn won the Shelton Looms prize of \$50 for a design for transparent velvet.

Chrysler Not to Seek Other Auto Concerns; Plans 3 Sales Units

"THE merger of Chrysler Corporation and Dodge Brothers, Inc., was not arranged for the purpose of attaining mere size or volume," Walter P. Chrysler asserted Wednesday in setting at rest rumors of further expansion by this new combination. "We have no thought of rivalry with existing great companies or combinations. We do not look beyond Dodge Brothers to the acquisition of other property."

Mr. Chrysler made this statement in Detroit, where he has gone to inspect the Dodge plant. "In recommending to our stockholders a proposal to acquire the Dodge Brothers properties," he explained, "we have been actuated by a disposition to benefit both businesses and also to contribute to the economic efficiency and soundness of the industry."

The Chrysler-Dodge merger, when consummated, will have three sales outlets, the Chrysler sales organization, the Dodge sales organization and the De Soto sales organization for the new moderate-priced car now being developed. On the basis of last year's production and sales these selling forces will handle a trifle more than 11 per cent of all the cars sold in the country.



R. W. Thompson

R. W. Thompson Directs Reading Iron Advertising

R. W. Thompson, advertising manager for the York Ice Machinery Corporation, York, Pa., for the past three years, has become advertising manager of the Reading Iron Company, Reading, Pa. Mr. Thompson was at one time on the selling force of the United States Typothetae of America, Chicago.

Whiteman Plays for Columbia on N. B. C. Hook-up

Paul Whiteman and his orchestra will broadcast "Sixty Magic Minutes with Paul Whiteman" during the Columbia Phonograph Hour through a coast-to-coast hook-up of thirty-eight stations associated with the National Broadcasting Company, Tuesday evening, June 19. The broadcast will mark Mr. Whiteman's debut with the Columbia Phonograph Company with whom he recently signed an exclusive recording contract.



Robert Spohn

Harry Porter Company Becomes Porter-Spohn

With the addition of Robert Spohn, formerly of the Gardner Advertising Company, the Harry Porter Company, New York, has become Porter-Spohn Company. Harry Porter will be president and Mr. Spohn vice-president.

D. M. A. A. Starts Work on Philadelphia Meeting

Executive headquarters were opened at the Benjamin Franklin Hotel in Philadelphia last week, as the first step in preliminary arrangements for the annual exposition and convention of the International Direct Mail Advertising Convention, to be held at the Commercial Museum in Philadelphia, October 17-19. Charles W. Collier of Detroit will be in charge.

Union Tobacco Gives \$7,500,000 in Stock to Encourage Dealers

IN reply to a plea from the Joint National Committee of Tobacco Retailers and Jobbers for a "living margin of profit," made at Boston last Saturday and sent to the presidents of five leading tobacco companies, George J. Whelan, president of the Union Tobacco Company, announced in New York Wednesday a plan to distribute stock aggregating approximately \$7,500,000 to tobacco jobbers and retailers.

Stock participation certificates in the company will be packed with goods, Mr. Whelan said, and everyone down to individual stores and managers will participate. The distribution is represented by 300,000 shares of stock. Jobbers handling Union Tobacco products will receive stock amounting to 3 per cent of the wholesale price of goods bought from the company, based on a price of \$30 a share. A jobber who buys \$1,000 of merchandise will receive one share of stock. The retailer receives a stock distribution of 10 per cent of the cost of goods to him from the jobber, based on the same valuation. For each \$300 of merchandise he will receive one share of stock. Both these distributions are in addition to any and all discounts.

Plan Affects Many Outlets

Mr. Whelan said that the plan would directly affect several hundred thousand outlets for tobacco products, including cigar stores, drug stores, restaurants and others. Certificates passed on to retailers, he added, would be distributed among owners of individual stores. As a result of arrangements made with the Schulte Cigar Stores, the United Cigar Stores and other chain stores, such stock certificates will be given to store managers and clerks.

Announcement of the date when the plan will go into effect will be made later, it was said. The Whelan interests are closely allied with the British-American Tobacco Company, and it is the Union Tobacco Company that is sponsoring several brands of English cigarettes here.

The Joint National Committee of Retailers and Jobbers asserted in their letters, signed by George J. Wemyss, chairman, that the percentage of profit had been cut in half in the last twenty-five years, a period of "economic strife when all overhead and general operation expenses have mounted."

The appeals were sent to C. W. Toms, president of the Liggett & Myers Tobacco Company; George W. Hill, president of the American Tobacco Company; Benjamin L. Belt, president of the P. Lorillard Company; Bowman Grey, president of the R. J. Reynolds Tobacco Company and Mr. Whelan.

Officials to whom the appeals were sent admitted yesterday that the conditions were deplorable, but added that little could be done about it so far as they knew. Conditions have been getting progressively worse for thirty-five years, and tobacco manufacturers made an attempt in 1921 to improve them by raising prices. This action met prompt objections on the part of the Federal Trade Commission and the attempt had to be abandoned.

International Association Completes General Program; Departmentals Announced

THE general program of the International Advertising convention, to be held in the Masonic Temple, Detroit, Sunday to Thursday, July 8-12, was announced to SALES MANAGEMENT AND ADVERTISERS' WEEKLY, Thursday, by Clinton F. Berry, general convention chairman.

R. H. Grant, vice-president and general sales manager Chevrolet Motor Company; P. H. Gadsden, vice-president United Gas and Improvement Company, Philadelphia; E. St. Elmo Lewis, sales counselor, Detroit; Francis H. Sisson, vice-president Guaranty Trust Company and treasurer of the I. A. A.; Frank W. Surface, Department of Commerce, Washington; Dr. Hollis Godfrey, president Engineering-Economics Foundation, Boston; H. S. H. Ellis, publicity manager, Imperial Chemical Industries, London, and Harry H. Culver, president, California Real Estate Association, will preside.

Arrangements are being made for 10,000 visitors.

To Broadcast Program

A special program, to be broadcast over the Blue Network of the National Broadcasting Company, from the platform of the convention, will be announced in a few days. Noted speakers, with Graham McNamee announcing, will give an advertising message to the nation over the radio. A representative speaker from Continental Europe will be announced later.

Sunday afternoon, July 8, will be devoted to a visit to Cranbrook, the estate of George D. Booth, Detroit publisher, and an entertainment will follow in the evening.

Mr. Woodbridge, Mr. Grant and Mr. Gadsden will speak Monday morning—the topics being "The Relation Between the Advertiser and the Advertising Agency," by Mr. Grant, and "Great Industries That Advertising Has Built," Mr. Gadsden.

The *Detroit News, Free-Press* and *Times* will take the delegates on a boat ride on Lake Erie Monday evening. Tuesday morning session includes Mr. Lewis, who will speak on "The Changing Job in the Advertising Department"; Mr. Sisson, "Advertising in Business and the Advertising Club Movement"; Dr. Surface, "What the Census of Distribution Means to Advertising," and Dr. Godfrey, "Advertising in a Buyer's Market."

The international aspect of advertising will be presented Wednesday morning—on the program being Commander Ellis; Mr. Culver, who will discuss "Advertising and the American City," and the Continental speaker.

The annual business meeting with election of a president to succeed Mr. Woodbridge, and of other officers, and of the ratification of proposed changes in the International Association's con-



Clinton F. Berry

stitution will be held Wednesday afternoon.

Monday and Tuesday afternoons will be devoted to meetings of about twenty departmental associations.

Programs of four of these associations—the International Association of Newspaper Advertising Executives, Directory and Reference Media Department, Window Display Advertising Association and Financial Advertisers' Association—were also completed this week.

Bickles Addresses A. N. A. E.

The speakers scheduled for the Newspaper Advertising Executives meeting include Trent D. Bickles, Retail Merchants' Association of Columbus, "How Newspapers Can Profit by Cooperating With the Retailer"; W. G. Woodward, Gravure Service Corporation, "How to Sell Gravure Advertising"; Lyle A. Stephenson, General Insurance Agents, Kansas City, "An Insurance Man's Ideas About Newspaper Advertising"; S. E. Conybeare, Armstrong Cork Company, "What Is the Newspaper's Responsibility to the Manufacturer Whose Advertising It Carries"; William H. Rankin, Wm. H. Rankin Company, "The Newspaper's Place in the Sun"; Arthur Freeman, Einson-Freeman Company, "Department Store Merchandising"; W. F. Durno, *Chicago Daily News*, "Why Should We Call National Newspaper Advertising by Any Other Name?"; N. A. Ring, N. A. Ring Company, "A New and Profitable Plan for Developing Real Estate Advertising"; T. O. Grisell, director of research, George Batten Company, "What We Must Know When We Plan a Newspaper Campaign"; Prof. N. W. Barnes, International Ad-

vertising Association "Three Views of the Newspaper as a Source for Market Information"; Carlisle N. Greig, *Cleveland Plain Dealer*, "How to Fix the Promotion Budget and How to Use It," and Prof. Ida Kruse McFarlane, University of Denver, "I Am the Customer."

Col. H. H. Burdick, director of advertising, R. L. Polk & Co., Detroit, and president of the Directory and Reference Media Department, and Don E. Mowry, American Community Advertising Association, Madison, Wis., are the speakers for the Directory and Reference Media meeting. Their topics will be "What Constitutes Good Reference Advertising," by Mr. Burdick, and "How the City Directory Can Aid Community Advertising," by Mr. Mowry.

The Window Display Program

At the Window Display will be C. C. Agate, managing director of that association; Arthur Freeman, Einson-Freeman Company, Inc.; Frank G. Ebner, Druggists' Advertising Department, Parke, Davis & Co.; Dan Hines, manager Display Division, Stewart-Warner Speedometer Corporation; Carroll H. Sudler, Chicago representative of Ketterlinus Lithographic Manufacturing Company, and S. Fisher, president, Fisher Display Service. Mr. Agate will talk on "Importance to the National Advertiser of Window Display Advertising"; Mr. Freeman, "The Merchant Point of View"; Mr. Ebner, "Dramatizing the Big Sales Idea of a Product in Window Display"; Mr. Hines, "Traveling Displays"; Mr. Sudler, "The Merchandising Service of the Lithographer," and Mr. Fisher, "Window Display Installation, Its Value and Opportunity."

Mr. Sisson, Kenneth M. Goode, advertising executive and publisher, and C. W. Churchill, sales manager of the Buick Motor Company, Flint, are among speakers scheduled for the meeting of the Financial Advertisers' Association. Mr. Sisson will discuss "Looking at the Future Trend of Financial Advertising," and Mr. Goode "Finding Out Why Financial Advertising Fails."

Others on the program will be J. A. Price, People's Savings and Trust Company, Pittsburgh, Pa., who will make an "Analysis of Financial Advertisers' Job"; H. A. Lyon, First National Bank of Boston, "Concentrating Sales and Advertising Efforts"; Harry T. Bussman, president St. Louis Advertising Club, "Finding More Efficient Methods of Training Salesmen"; A. E. Bryson, vice-president of Halsey-Stuart & Co., "Why We Are Using Radio"; and Joseph B. Mills, J. L. Hudson Company, Detroit, "What a Department Store Executive Thinks of Financial Methods."

William A. Curtis Dies

William A. Curtis, former vice-president and general manager of Montgomery Ward & Company, and one of the founders of the mail order business, died last week at Fond du Lac, Wisconsin, in his sixtieth year. Mr. Curtis started with the company when thirteen years of age, retiring several years ago.



William O. Rutherford

Rutherford Named Head of Pennsylvania Rubber

W. O. Rutherford, who early this year resigned as vice-president and general sales manager of the B. F. Goodrich Rubber Company, has again become active in the tire business. He was recently elected president and a director of the Pennsylvania Rubber Company, Jeannette, Pennsylvania.

Mr. Rutherford has served as president of the Rubber Association of America, president and a director of the Motor and Accessory Manufacturers' Association, director of the Lincoln Highway and member of the Pan-American Highway Educational Board.

Statistics of 45 Years Disprove Presidential Year Fallacy—Loree

"Business in presidential election years is not affected in any regular or definite way by the elections," Leonor F. Loree, president of the Chamber of Commerce of the State of New York, said at the monthly meeting held last week. Mr. Loree based his conclusion on a statistical inquiry made recently by the National Industrial Conference Board, which proved, he said, that more important factors are cyclical tendencies and wars.

The inquiry, made at Mr. Loree's request, examined several indices of business and prepared a test based upon the average daily production activity and orders of various industries. "The twelve presidential years from 1880 to 1924 were examined in relation to business conditions in other years," Mr. Loree said, "and no particular difference was found."

"We might bury once and for all the gossip of the effect of presidential contests on business," Mr. Loree concluded.

The American Safety Razor Company has declared an extra dividend of 25 cents a share in addition to the regularly quarterly dividend of \$1 a share.

Newspapers in Blue Make Their Debut

The newspaper, too, must add color to its appearance.

For purposes of easy visibility, as well as appearance, A. McC. Craighead of Dayton prefers blue newspapers. The yellow newspaper, Mr. Craighead told the mechanical superintendents of the American Newspaper Publishers' Association in annual meeting at Cleveland Wednesday, are passe.

"Readers won't look at a paper printed on yellow, faded, dirty paper," Mr. Craighead said, "They are demanding a color easy and pleasing to the eye. Since the war we have been working steadily toward the bluish-white newsprint. If the tendency continues, we'll soon be reading news on blue paper."



William B. Benton

William Benton Joins Lord & Thomas and Logan

William B. Benton has resigned as head of the industrial advertising department of George Batten Company, New York City, to join the Chicago staff of Lord & Thomas and Logan as an account executive. Mr. Benton has already left Batten. He will assume his new duties July 15. In the interim he will get married.

A. N. A. Meeting Oct. 29

October 29, 30, 31 have been tentatively set as the dates for the Annual Convention of the Association of National Advertisers at Atlantic City.

Democrat-Chronicle of Rochester Added to Gannett Papers

THE *Democrat and Chronicle* of Rochester, New York, has just been purchased by Frank E. Gannett, owner of the Rochester *Times-Union* and twelve other eastern newspapers. Mr. Gannett assumed control of the *Democrat and Chronicle* on June 9. He announced that Robert W. Disque will be retained as manager, Allan C. Ross as editor, and Harold W. Sanford as managing editor, as well as the entire *Democrat and Chronicle* staff.

The *Democrat and Chronicle* has been published by Jerome D. Barnum publisher of the Syracuse *Post-Standard*, pending sale of the property. With the sale to Mr. Gannett, Mr. Barnum will terminate his connection with the property.

The Gannett Group of newspapers includes the Utica *Observer-Dispatch*, Elmira *Star-Gazette*, Newburgh *News*, Beacon *News*, Ithaca *Journal-News*, Ogdensburg *Republican-Journal*, Olean *Herald*, Hartford, (Conn.) *Times*, and the Plainfield, (N. J.), *Courier-News*, all afternoon papers, and the Elmira *Advertiser*, morning, and the Elmira *Telegram*, Sunday.

The *Democrat and Chronicle*, founded in 1828, has for a century been one of the leading morning newspapers of New York State, and during most of that period has been one of the most important Republican newspapers in the East.

Macauley Heads A. C. of C.

Alvan Macauley, president of the Packard Motor Car Company, was elected president of the National Automobile Chamber of Commerce, succeeding Roy D. Chapin, Chairman of the Hudson Motor Car Company, at the annual meeting held here June 7. Mr. Macauley, who has been a director of the chamber for many years, is chairman of its Street Traffic Committee and a member of its Taxation and Rubber Committees.

Others elected to the office were Alfred H. Swayne, General Motors, first vice-president; A. R. Erskine, Studebaker, vice-president; A. J. Brosseau, Mack, vice-president, Commercial Car Division; H. H. Rice, Chevrolet, treasurer; John N. Willys, Willys-Overland, secretary, and Alfred Reeves, general manager.

Account Changes

WHALING'S HABERDASHERY, Detroit, to Fecheimer, Frank & Spedden, Inc., there. Direct mail.

ROSEMAID COMPANY, Galion, Ohio, dresses and lingerie, to C. L. Ailes Advertising Agency, there.

ALLPAX COMPANY, INC., Mamaroneck, N. Y., asbestos packing, to Harvey & Hale, Inc., New York City.

NEV CHEMICAL CO., Brooklyn, drug products, to Alfred J. Silberstein, Inc., New York.

PINCO PAPERS, INC., Camden, New Jersey, decorative papers, to Tracy-Parry Company, Inc., Philadelphia.

Agency Research Executives Meet to Aid I. A. A. Program for Making Advertising Index

TO develop a "system of indexing sources of information about advertising," Prof. Nathaniel W. Barnes, director of the Bureau of Research and Education, met with librarians and research executives of a dozen prominent advertising agencies at the office of Barton, Durstine & Osborn, New York, Tuesday night.

Mary Louise Alexander, director of Research of Barton, Durstine & Osborn, presided. Walter Mann, director of research of the Association of National Advertisers, also took part. The executives agreed to submit to Dr. Barnes a list of available information—from which a final listing will be compared.

"The purpose of the Bureau of Research and Education," Professor Barnes explained, "is to record and classify advertising information, not merely to act as a clearing house." It was suggested that the Research Bureau publish the index periodically, and in addition be in a position to answer all questions from every source in relation to advertising. The "frequency" and "need" of particular information would receive first consideration in its inclusion in the index.

"Since its establishment last Fall," Professor Barnes said in an interview with *SALES MANAGEMENT & ADVERTISERS' WEEKLY*, "we have made definite progress in five of our nine lines of contemplated activities. In addition to the index of sources, we are working on surveys of advertising research, advertising education, vocational surveys and on plans to improve the 1930 census."

Prof. George Batten Hotchkiss, of New York University, heads the committee in charge of the educational work. Vocational surveys are now under way by the Universities of Michigan, Detroit and Chicago, and at Columbia University. The feminine aspect of these surveys is being directed by the Federation of Women's Advertising Clubs.

"The immediate purpose of the vocational surveys," Professor Barnes explained, "is to trace the 'steps upward' in advertising—to show how many advertising jobs there are for men and for women and the duties, qualifications and salaries involved."

Henry C. Campbell, of the J. Walter Thompson Company, Chicago, is in charge of the census work.

"The work of the Bureau," Professor Barnes asserted, "also involves ideas of experimentation in advertising, advertising expenditures, advertising cases and a proposed Summer course for teachers of advertising, to be given to cooperation of Eastern, Central and Pacific universities."

D. B. Thompson, formerly sales promotion manager of the Servel Corporation, New York, has joined the Splitdorf Rol-Iron Company, Detroit, in an executive sales position.



Prof. Nathaniel W. Barnes

Riley Is Named Head of Six Point League

George A. Riley, vice-president of the American Press Association, was elected president of the Six Point League of newspaper representatives at its annual meeting at the Advertising Club of New York, Thursday. Mr. Riley has been vice-president of the league for several years. Harry J. Prudden becomes vice-president; W. D. Ward, treasurer, and A. W. Howland secretary. F. St. John Richards, St. Louis *Globe-Democrat*, a former president, continues as representative on the Committee in Charge of the Bureau of Advertising, A. N. P. A.

National Broadcasting Signs Political Writers

Six prominent newspaper men have been added to the reportorial staff of the National Broadcasting Company to cover the Republican and Democratic Conventions. They will work in conjunction with David Lawrence, Frederic William Wile, Graham McNamee and Marley Sherris, already named on the NBC staff at the convention.

The new additions are Charles G. Ross, of the St. Louis *Post-Dispatch*; Frank R. Kent, of the Baltimore *Sun*; Charles Michelson, New York *World*; Ashmun N. Brown, Providence *Journal and Bulletin*; Michael Hennessey, Boston *Globe*, and Robert Armstrong, Los Angeles *Times*.

Thugs Steal Payroll From Detroit News as 150 Stand at Bay

Part of the weekly payroll, valued at about \$65,000, was taken from the business offices of the Detroit *News*, Wednesday morning, by a gang of six robbers who invaded the business offices, there, and held 150 employees, mostly women, at bay with sawed-off shotguns, and escaped after a street shooting in which two policemen and one employee were wounded.

One of the policemen is likely to die.

The newspaper declined to announce the amount of the loss. At least a dozen shots were fired before the robbers jumped into a sedan and escaped out Lafayette Boulevard. All four doors of the car were left open as it sped westward, and from each protruded a sawed-off shotgun. Another gun was seen at the rear window.

Five robbers entered the building, one remaining downstairs and four others proceeding to the second floor, where the business and editorial offices are. They carried their weapons wrapped in a red package, which was ripped open as they reached the second floor corridor.



Humphrey Bourne

Henri, Hurst & McDonald Names Humphrey Bourne

Humphrey M. Bourne, until recently advertising manager of H. J. Heinz Company, Pittsburgh, has become vice-president of Henri, Hurst & McDonald, Chicago advertising agency.

Gillette Employs 165,368,750 Messages to Sell "New Improved" \$5-to-\$75 Razor and Emphasize Dependability of Blades

MORE than 165,368,750 individual messages in 304 issues of weekly and monthly magazines—eight messages every second, to be exact—will be used by Gillette Safety Razor Company, Boston, in the seven months from June 1 to December 31, to sell, in two separate campaigns, Gillette blades, and to show the "comfort of shaving with the new improved Gillette."

Starting with fifty-six magazines this month, the schedule will dip slightly during the rest of the Summer—rising to forty-three in October; forty in November and sixty in December. The copy will be divided between general, class and juvenile magazines and farm papers. The average will be about forty-two.

E. D. Copeland, advertising manager, thus explains "coverage" of the campaign:

"Counting all the men in the country, twenty-one years of age and over, we estimate that our total market is 31,403,370. The circulation of Gillette advertising will be 28,498,456. Shown graphically, the circle of our circulation will practically eclipse that of our total market."

"The blade story will be told in an 'educational' campaign," said Mr. Copeland. "The blade we believe to be the one constant factor in a man's daily shave. Weather, water, time and lather, scene of shaving, state of health—these change. They affect the shave. Never are they exactly the same from morning to morning. But the quality of good blades goes on unchanged."

"In this campaign, started with a double spread we have endeavored to put emotion in the headlines and facts in the text."

"The first advertisement points out that 'Gillette must do a different job for you each day.' The others go into each specific element which affects the shave."

"In addition to dependability under various conditions, the campaign for the new razor," Mr. Copeland continued, "is intended to emphasize quality." Specific mention is made in the campaign, which will run in class media, that the "ten different models of the new improved Gillette, plated in silver or gold, cased in metal or fine leather, are priced from \$5 to \$75."

"Some men are satisfied with ordinary comfort in their shaving," says one advertisement, "and some insist on luxury."

It is also intended as a life-long gift from father to son at the time of his first shave.

"For you as for every father there will come a day when you will look at your son and reflect; he has washed his face; it looks like—can it be. It is! It's undeniably a beard."

Gillette also employs the *American Boy*, *Boy's Life* and *Youth's Companion* in an educational campaign aimed directly at soon-to-be men



The company has distributed its advertising almost equally between urban, semi-urban and rural localities. One out of every 4.6 of the population of cities of more than 500,000 are being reached in the advertising, Mr. Copeland pointed out; 1 in 3.9 in the 100,000-500,000 group; 1 in 3.6 in the 25,000-100,000 group; 1 in 3.4 in the 10,000-25,000 group; 1 in 3.7, 2,500-10,000, and 1 in 5.6 in rural localities.

Window and counter displays, folders and booklets, cuts for dealer newspaper advertisements, motion picture slides and transparencies for doors augment the magazine program.

Chevrolet Resumes Dealer Conferences

Chevrolet Motor Company has renewed its summer series of advertising conferences, in which the automobile dealer is given a voice in the national advertising program of the factory.

"The object of these conferences," John E. Grimm, Jr., advertising manager, asserted "is to keep the home office constantly in touch with problems faced daily by the dealers, so that Chevrolet advertising may be guided by actual conditions in the field."

"Care is taken in selecting the dealers invited," he explained. "Some are chosen because they have large car contracts, others because their contracts are small. Every dealer also comes from a different section of the country."

The conferences will be held every month this summer with a different group of dealers present each time.

Newspapers, magazines, outdoor and electric spectacular signs and trade papers carry the bulk of Chevrolet advertising, Mr. Grimm said. Fifty-three hundred newspapers are the principal media.

La Monte Uses Magazines to Promote Safety Paper

A national magazine and business paper campaign has just been started by George La Monte & Son, New York City, under the direction of Calkins & Holden.

Half-pages are being taken once a month in the *Saturday Evening Post*, full-pages in the *Atlantic Monthly*, and one-third of a page space in *Time* and *Forbes* once a month. Ten banking publications and three stationery and lithography papers complete the list. The magazine advertising is supplemented by six circulars a year, mailed to all banks in the United States, together with monthly bulletins to stationers and lithographers who manufacture a large portion of the checks of the country.

"The campaign emphasizes the fact that national safety paper is as safe as paper can be—protected on both sides," S. S. Spink, advertising manager, told SALES MANAGEMENT AND ADVERTISERS' WEEKLY. "The wavy lines, characteristic of the paper," we believe, "is recognized as a hall-mark of safe check paper." The campaign points out specifically that "60 per cent of the banks of New York, Boston, Philadelphia, Detroit, Cleveland, Chicago and San Francisco use this paper."

The dignity as well as the safety of the La Monte paper is pointed out in the advertising.

Servel Spends \$750,000 to Present New Models

Seven hundred fifty thousand dollars has been appropriated by Servel, Inc., Evansville, Indiana, to advertise the new Servel and Electrolux models in 1928, John M. Bickel, advertising manager, announced this week. In outlining the re-organization and expansion of the company since December 31, last, Mr. Bickel asserted that the company has recently completed an additional plant unit and has added 500 to its force of 2,270.

Hubbell Agency Formed

Frank Hubbell has retired as vice-president and treasurer of the House of Hubbell, Inc., Cleveland, to form the Hubbell Advertising Agency, there. Executives associated with him are Roy F. Moore, formerly of the Pratt-Moore Agency, in Detroit; C. C. Fairbank, and H. J. Gilmore. Mr. Fairbank was with the Carpenter Advertising Company, and Mr. Gilmore with H. K. McCann Company.

Ruth Harvey Promoted

Miss Ruth R. Harvey, twenty-seven years old, has been elected secretary and treasurer of the Sweeney & James Company, advertising agency of Cleveland. Miss Harvey has been with Sweeney & James since its incorporation nine years ago, when she was secretary to the president. Subsequently, she has been bookkeeper, and then assistant secretary and treasurer.

Edison and Splitdorf Join Forces in Radio and Phonograph Plan

THOMAS A. EDISON, Inc., and Splitdorf-Bethlehem Electrical Company will pool patents and manufacture radio sets, electrical phonographs, speakers, and other radio equipment, Charles Edison, son of the inventor and president of Thomas A. Edison, Inc., announced last Saturday.

Thomas A. Edison, nearly half a century ago, discovered the "Edison effect," which is the basis of the radio tube, his son explained, but he has not been commercially engaged heretofore in that field.

The two companies will retain their physical identities and separate financial status. Charles Edison and Arthur L. Walsh, vice-president and general manager of the phonograph division of the Edison interests, will become directors of the Splitdorf company. Another member of that directorate is Charles M. Schwab, the steel magnate. Edward H. Schwab, his brother, is chairman of the board. Walter Rautenstrauch, president of Splitdorf and a professor at Columbia University, becomes consulting engineer with Thomas A. Edison, Inc.

Speaking for Splitdorf, Mr. Rautenstrauch said that "the association of Edison and Splitdorf interests in the field of radio and electrical phonographs was but the natural outcome of the experience and objectives of these organizations to take a strong position in this important electrical industry."

A detailed announcement of the new line of radio sets and phonograph-and-radio combinations will be made shortly.

The Edison advertising account is handled by Federal Advertising Agency, Splitdorf, until recently, has been directed by N. W. Ayer & Son.

Eichelberger Leaves Commerce Department

Edward G. Eichelberger has resigned as assistant manager of the United States Bureau of Foreign and Domestic Commerce in New York to join Morris Service, Inc., association counsellors, there to promote the organization of tours of Europe and South America by groups of American business executives.

"The plan proposes," he explained, "economic group tours by which business men here will become acquainted with the equipment methods and problems of the European manufacturer."

Whitman Leaves Penney

R. L. Whitman has resigned as director of advertising of the J. C. Penney Company, New York. C. P. Derby, assistant director of advertising for the past four years, has become acting director. Mr. Whitman has not announced his plans.

D. Cory Adams, for many years in charge of the automobile department of the Brooklyn *Standard-Union*, has joined the automobile advertising department of the New York *American*.



Charles Edison

Award \$1,600 in Prizes for Sculptures in Soap

From more than 4,000 entries of professionals and amateurs throughout the country, Margaret J. Postgate, of Brooklyn, has won first prize, \$300, in the fourth annual competition of small sculptures in soap, conducted by Proctor & Gamble Company. Velma Adams, of Los Angeles, won second prize, \$200, and Willem Van Beek, of West New York, third, \$100. Honorable mention was also given to Miss Postgate and Miss G. Wickerts, of Detroit.

The 4,000 entries are included in an exhibition of these sculptures which opened at the Anderson Galleries, New York City, Tuesday, and will continue until June 30. After the New York showing the sculptures will go on a tour of museums and art galleries throughout the country.

The jury of award comprised Dr. Gustave Straubenmuller, associate superintendent of schools, New York City; Huger Elliott, director of educational work, Metropolitan Museum of Art; Charles Dana Gibson; Harvey Wiley Corbett, ex-president architectural league; Mrs. Charles Carey Rumsey; Lorado Taft; C. J. Barnhorn, Cincinnati Art Museum; Gutzon Borglum; Alon Bement, director of the New York Art Center; Leo Lentelli, and George E. Ball, director of design of the Gorham Company.

Gillette to Thompson

Leslie S. Gillette, technical writer and analyst, is now with the J. Walter Thompson Company. Mr. Gillette was connected for five years with Chilton Class Journal Company in the Detroit and New York offices.

Westinghouse Electric & Manufacturing Co. has appointed J. K. Hare, former manager of the Columbus office, as assistant central station sales manager, with headquarters in New York.

Johnson Advertises "Water Motoring" in New Campaign

THREE-COLORED spreads in the *Saturday Evening Post* and four-color pages in *Collier's* are being employed to tell the joys of "water motoring" in an intensive late Spring-early Summer campaign of the Johnson Motor Company, makers of outboard motors, Waukegan, Illinois.

Color spreads are also being taken in outdoor, class magazines each month in full pages, black and white, through the marine field. Rotogravure, four-column by ten inches, in thirty-two cities, posters in three hundred cities. Boys' publications, sporting goods and hardware business papers, *Popular Mechanics* and *Popular Science* complete the list.

Lampert-MacDonald Company, of South Bend, Indiana, is in charge.

"Come to New England" Booklet is Published

The "only all-New England directory of recreational and travel information" has just been published by the New England Council for distribution through hotels, railroads, automobile clubs and other travelers' information services throughout the country.

The booklet, entitled "Come to New England," with the sub-title, "How to Find Where to Go," contains a foreword by Walter Prichard Eaton and lists 191 publications devoted to information concerning New England and its recreational and scenic attractions, published by 103 organizations.

A feature of the booklet is the New England Council's relief map of New England, which presents for the first time in graphic form a picture of New England's hills and mountains, streams and lakes. The booklet is printed in rotogravure.

Keenan to Harris

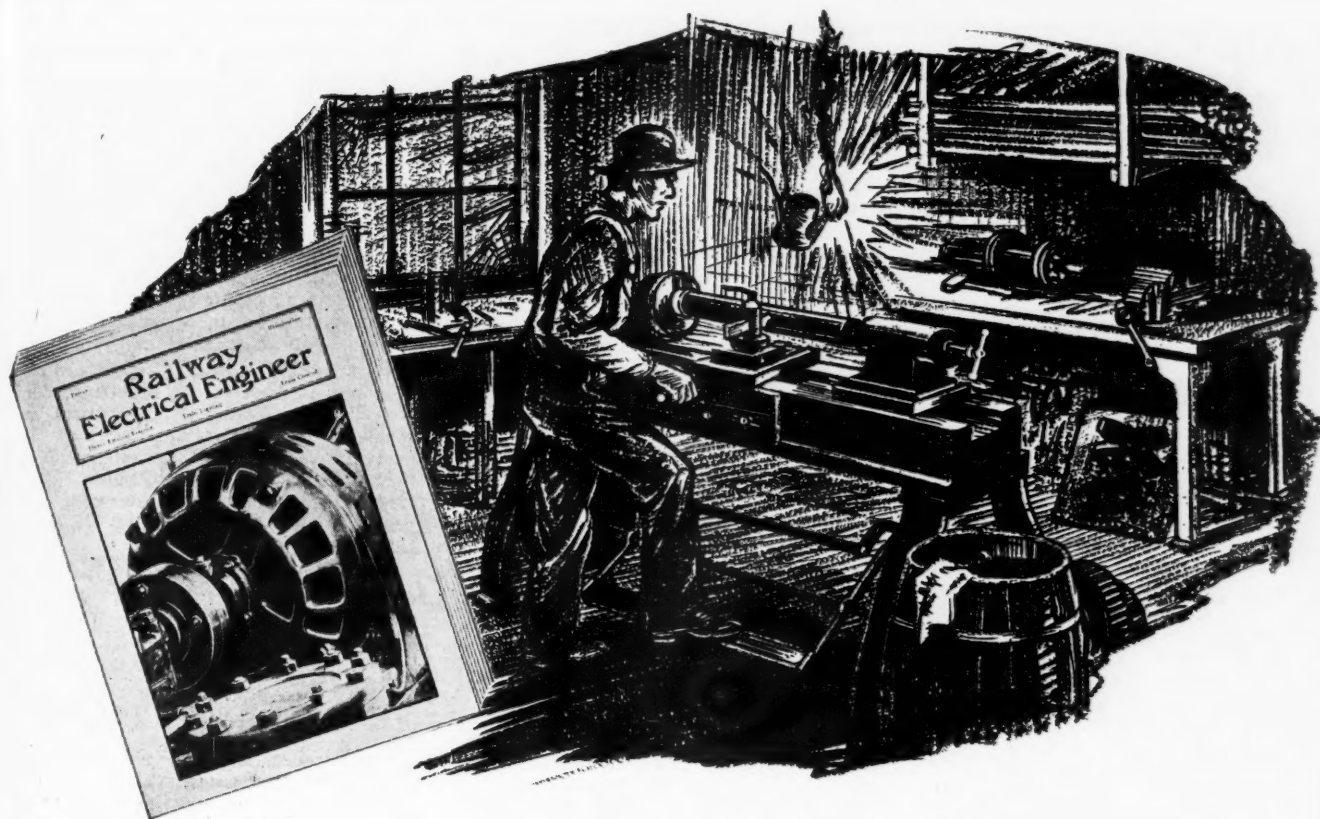
James H. Keenan, assistant advertising and publicity manager of Joseph Horne Company, Pittsburgh, has joined Ralph Harris, Inc., resident sales promotion representatives for retail stores, as account executive and associate to Mr. Harris.

Mr. Keenan, as representative of Joseph Horne, has participated in the activities of the sales promotion division of the Retail Research Association, of which Mr. Harris, before going into business for himself, last January, was publicity group director.

Kansas City Club Elects

Paul E. Kendall, advertising manager of the Long-Bell Lumber Company, will head the Advertising Club of Kansas City this year. Mr. Kendall succeeds Francis J. Gable. Other new officers are Karl R. Koerper, first vice-president; Helen Strother, second vice-president; Murrell Crump, secretary, and Chas. D. Greason, treasurer.

Ben H. Henthorn has temporarily taken over the duties of executive secretary, succeeding W. G. Randall, resigned.



"Them Days Is Gone Forever"

AND in their place are the present days of electrically lighted shops; motor driven machine tools with push button control; electric welding; electric furnaces; electric power plants — in fact, electric power and light in every branch of the steam railway industry.

The present market for electrical materials and equipment in the steam railway industry is big. It is also a rapidly growing market.

In reaching the railway electrical officers who are responsible for

specifying, installing and maintaining electrical equipment throughout the steam railway industry, the *Railway Electrical Engineer* can aid you materially, for these men look upon it as their own publication.

As one of the five Simmons-Boardman departmental publications that comprise the Railway Service Unit, the *Railway Electrical Engineer* is devoted exclusively to the electrical problems of the steam railway industry.

Simmons-Boardman Publishing Co., 30 Church St., New York
"The House of Transportation"

Chicago: 105 West Adams St.

Cleveland: 6007 Euclid Ave.

Washington: 17 & H Sts., N. W.

San Francisco: 74 New Montgomery St.

The Railway Service Unit

*Railway Age, Railway Mechanical Engineer, Railway Electrical Engineer
Railway Engineering and Maintenance, Railway Signaling*

A. B. C.

A. B. P.

Seattle Company Wins Coffin Medal

PUGET SOUND POWER AND LIGHT COMPANY of Seattle, which furnishes electricity to the State of Washington and the Northwest, was awarded this week the Charles A. Coffin Foundation gold medal for its outstanding achievements during 1927. The award was announced by H. T. Sands, president of the National Electric Light Association, at the convention at Atlantic City, Wednesday.

Mr. Sands praised the work of the company which, he declared, has "practically" left nothing undone in extending its business in all branches of activity.

"Out of 40,000 farms in the company's territory," Mr. Sands explained, "63 per cent are now electrified. In 1927, 3,700 electrified farms were added by the construction of 337 miles of distribution lines. Much of this progress was due to the Agricultural Service Department, one of the first installed in this country by any utility, Mr. Sands said.

While the population served by the company's lines increased slightly more than 5 per cent, a gain of more than 10 per cent was made in the number of customers served. This was closely paralleled by a gain in total energy sold of nearly 12 per cent. The number of domestic appliances sold showed a gain of over 15 per cent. The average kilowatt-hours used per customer rose from 650 to 763 among its resident customers, numbering more than 100,000.

The company established a record in the sale of electric ranges last year, increasing its sales 32 per cent over 1926. It now has installed one electric range for every 4 1/2 customers in its territory, according to Mr. Sands.

With the medal was a check for \$1,000 from the Foundation for the Employees Benefit Association of the Puget Sound Company.

"It Pays to Advertise" Nets Author \$5,250

"It Pays to Advertise" made \$5,250 in royalties for its author, Roi Cooper Megrue, it was revealed in New York last Friday on appraisal of Mr. Megrue's estate. The property, valued at \$299,264 gross and \$140,944 net, went to his mother, Mrs. Stella Cooper Megrue who survived him only three months.

"It Pays to Advertise," written about fifteen years ago, had a nation-wide run, and proved quite an effective, but boisterous, advertisement for advertising.

Lumber Men Plan Wood Box Campaign

Plans for a cooperative wood box promotion campaign of the National Lumber Manufacturers' Association and the National Association of Wooden Box Manufacturers are being completed by the two organizations, subject to the approval of the Joint Committee of the two associations. Paul L. Grady, manager of the Wood Box Bureau of the Joint Associations, will be in charge. Details of the advertising program have not yet been worked out. Advertising at present will be confined to salesmen bulletins, stickers and rubber stamps specifying that goods be packed in wood boxes.

Clark Joins NBC

Donald Clark, formerly reporter for the *Albany Evening News* and the *Knickerbocker Press*, later radio editor of both papers, has joined the National Broadcasting Company as an announcer. Mr. Clark has been connected with stations WGY and WHAN.

Underwear Companies Vote Joint Campaign

EXECUTIVES representing leading underwear manufacturers of New England have approved a plan for a two-year merchandising-advertising campaign, involving an expenditure of \$250,000. Delegates present represented about 70 per cent of New England knit underwear production. The plan approved was recommended at a manufacturers' committee meeting held in New York late in May.

Byron G. Moon, advertising director of the Knit Underwear Manufacturers' Association, presented the plan and explained the cooperative work of the past five years. C. A. Campbell, advertising manager, the William Carter Company, who acted as chairman, represented the Manufacturers' National Committee.

The cooperative advertising program provides for divisions of research, education, merchandising, sales promotion and advertising.

RCA Photophone Adds

Carl Dreher, staff engineer in charge of research and experimental activities of the plant operation and engineering department, National Broadcasting Company, has resigned to join RCA Photophone, Inc., as engineering assistant to Dr. Alfred N. Goldsmith, vice-president in charge of technical matters for that company.

Mr. Dreher will continue his connection with the NBC Board of Consulting Engineers.

Two other members of the NBC Engineering Staff leave June 1, to associate with RCA Photophone, Inc. They are P. J. Faulkner, Jr., NBC Blue Network supervisor, and George D. Elliss, NBC Red Network supervisor.

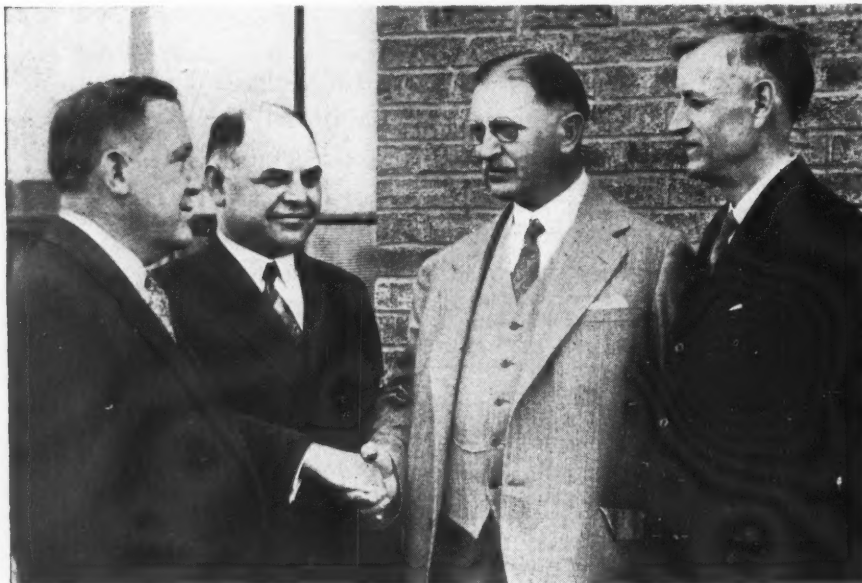
Roxy Talks to A.Y.A.M.

S. L. Rothafel, otherwise known, in theatrical and radio circles, as Roxy, headed the list of the speakers at the inauguration meeting of the Association of Young Advertising Men in New York, May 31. Gilbert T. Hodges, president of the Advertising Club of New York; William H. Rankin, of William H. Rankin Company; Harry Reichenbach, publicity man, and W. Shaw-Thomson, United Advertising Agency, were also on the program.

New officers are R. Steele Sherratt, president; Edwin F. Skillman, first vice-president; Walter Kaspereit, second vice-president; W. Schuyler Hopper, secretary; Howard M. Warner, treasurer, and Jack A. Walker, assistant treasurer.

Electrical Firms Merge

Armstrong Manufacturing Company, Huntington, West Virginia, makers of electrical appliances, and the New Era Range Corporation have been merged as the Armstrong Electrical and Manufacturing Corporation. All assets of the two companies have been transferred to the new concern.



International News Reel Photo

Bon Voyage to Printers—Ernest F. Eilert and John Clyde Oswald, delegates to the International Press Exhibition in Cologne, Germany, were given a bon voyage party at the Printing Crafts Club in New York the other day. Mr. Eilert is head of the Eilert Printing Company, and Mr. Oswald, managing director, New York Employing Printers' Association. Above are shown, left to right, George Lord and Jacob Monaky, founder of the club; Mr. Eilert and Mr. Oswald

THE COMMERCIAL APPEAL

"The South's Greatest Newspaper" . . . An Institution of the South . . . for the South . . . Since 1840

MEMPHIS—Down in Dixie



Now has the

GREATEST CIRCULATION

in its history since 1840

Morning & Evening . . . 176,000

Sunday 143,000

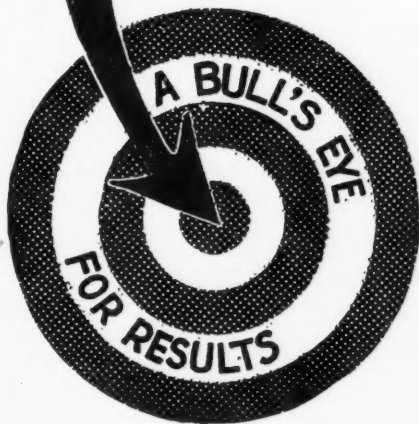
Paid Average Circulation for April, 1928

During the month
of April, 1928,

The Appeal Papers
carried over
of the total
advertising pub-
lished in all the
Memphis newspapers

A Memphis department store recently broke all records in Southern store merchandising, for one day, by using the bulk of advertising space in The APPEAL papers. Detailed information on request.

69%



Market Data Service

A complete service department, with field men, offering a thorough compilation of market data and guidance of national accounts—Monthly merchandising trade paper—Route lists—and constant contact with retail outlets for all national products.

For the first four months of 1928 The Appeal Papers have carried over 65% of all advertising published in Memphis

JOHN M. BRANHAM COMPANY, Representatives

Chicago

New York

St. Louis
San Francisco

Kansas City
Los Angeles

Detroit
Seattle

Nashville

Atlanta

Federal Authorities Approve Double Use Packages

By WALDON FAWCETT

ADVERTISERS have at last won from the responsible Federal authority formal admission that there is no sin in the fancy package, even though the outline or dimensions of the container somewhat belie the quantity of contents. This concession, which came quite unexpectedly, will put an end to the uncertainty and uneasiness of two classes of advertisers: first, those who indulge in frills in "dressing" their goods in order that the package itself may be looked upon by the public as a trade-mark. Second, that large and increasing number of advertisers who coax purchase with a double-purpose container or package of permanent utilitarian value.

The Packages Questioned

ACKNOWLEDGMENT that this type of receptacle is harmless was made by the United States Food and Drug Administration at a conference in May conducted by the Committee on Agriculture of the United States Senate. The immediate subject was the Deceptive Package and Slack-Filled Container Bill which proposes to outlaw all short-filled and false-front packages. The proposition to penalize misleading packages had been before each succeeding Congress for upward of a decade and had ceased to be taken very seriously by most advertisers. Then the House of Representatives, on March 4, approved the bill. In a sudden alarm, representatives of various groups of marketers of package goods asked for an opportunity to protest to the Senate before the upper house should vote on the measure as it came from the House.

Candy manufacturers deserve credit for putting the Federal administrative officials on record as promising immunity to innocent distinctive containers even should a ban be declared on packages that wilfully exaggerate the weight, quantity, quality, size, kind or origin of the enclosed food. Confectioners are deeply concerned because many marketers of chocolates, bonbons, and other high-grade specialties, in this age of style and luxury, are

turning to fancy candy boxes as sales stimulants. Many of these fancy boxes contain trays. Individual pieces of candy are packed in individual cups or containers. Marshmallows and similar products are protected by padding. All of which operates, naturally, to render it impracticable to fill a container with solidly packed contents.

Fear of the consequences, if Uncle Sam was to become too fussy about packages, brought even greater disquietude in the confectionery industry by reason of the trend in the trade to what are known as gift and display packages. These are intended for specific purposes—usually for gifts on holidays, such as Christmas and Mother's Day.

Premium Packages Approved

AN example of this type of double-purpose container is the cedar chest that has lately become popular. Other examples are the boxes designed to be used (after the candy has been consumed) as glove boxes, jewel cases, handkerchief boxes, or sewing boxes. Seldom is it feasible to fill to the brim a premium box of this kind. Confectioners have always insisted that no consumer was deceived, even if the candy content was in a box within a box. But, until now, United States officials have been unwilling to pledge themselves to keep hands off gift and display packages, if the Food and Drug Act is amended.

Dr. W. G. Campbell, director of regulatory work, United States Department of Agriculture, poured oil on the troubled waters at the Senate hearing. Said he: "My idea and the idea of those with whom I have discussed the matter in the department, is that these unusual types of confectionery boxes do not come within the amendment at all. It seems to me that the candy content is an incident to that type of package rather than the main purpose. It is a sewing box rather than a package of candy. My understanding is that the only concern that the candy manufacturer would have with this amendment is in the use of certain types of false bottoms that have been

called to our attention by candy manufacturers themselves, as being a sort of competition that they did not think they should be subjected to."

Seeing the success of the National Confectioners' Association in establishing the good faith of gift and display packages, the Flavoring Extract Association and the Glass Container Association endeavored to obtain in the same quarters a clean bill of health for the panel bottle, so called. In this they have been only partially successful.

Panel Bottles Under Fire

ON this subject Director Campbell said: "The panel bottle is a bottle that has been used since time immemorial and there is no disposition on the part of the Department of Agriculture to forbid the use of the panel bottle. There is no opposition to the panel bottle if the panel bottle is in and of itself honest—and there are honest panel bottles. But I submit that a bottle of that sort, that leaves only a space a little larger than the thickness of a thin cardboard between the two sides of the panel, and which is not apparent when it is placed on the shelf, standing up with the widened side forward, is not a bottle that bespeaks honestly the quantity of the content."

"We have had a great many inquiries in the department asking us what will be our stand with respect to panel bottles. We have written saying that it is impossible to make a categorical answer. Panel bottles, according to our observation, vary materially in character. The facts in each particular case will of necessity govern the department in reaching its conclusion. The amendment, if approved, will not be one that undertakes to outlaw panel bottles *per se*, but only bottles, whether they are panel or otherwise, that are so shaped and formed as to create a false and misleading impression on the consumer."

In conclusion, Director Campbell gave assurance that the Government is not seeking to prevent the exercise of taste and individuality in the form of containers.

Harriman Joins Tires

H. H. Harriman, formerly of *India Rubber & Tire Review*, has joined the advertising staff of *Tires*, with headquarters in Akron, supplanting R. Foster Walker, resigned.

do you know -METROPOLITAN OAKLAND?



TEN CITIES comprise the Metropolitan Oakland Market extending from Richmond to Hayward. (This group of ten municipalities is, in fact, one continuous city. It is a concentrated trading area of almost a half million people---situated on the continental side of San Francisco Bay, and is the third largest metropolitan market on the Pacific Coast---a fact not generally appreciated. (Metropolitan Oakland is recognized as the industrial center of the Pacific Coast. The purchasing ability of these cities, in 1927, far surpassed \$225,000,000---factory payrolls alone being \$62,400,000.

The constant establishment of new factories means more employment---a potentially greater consuming market.

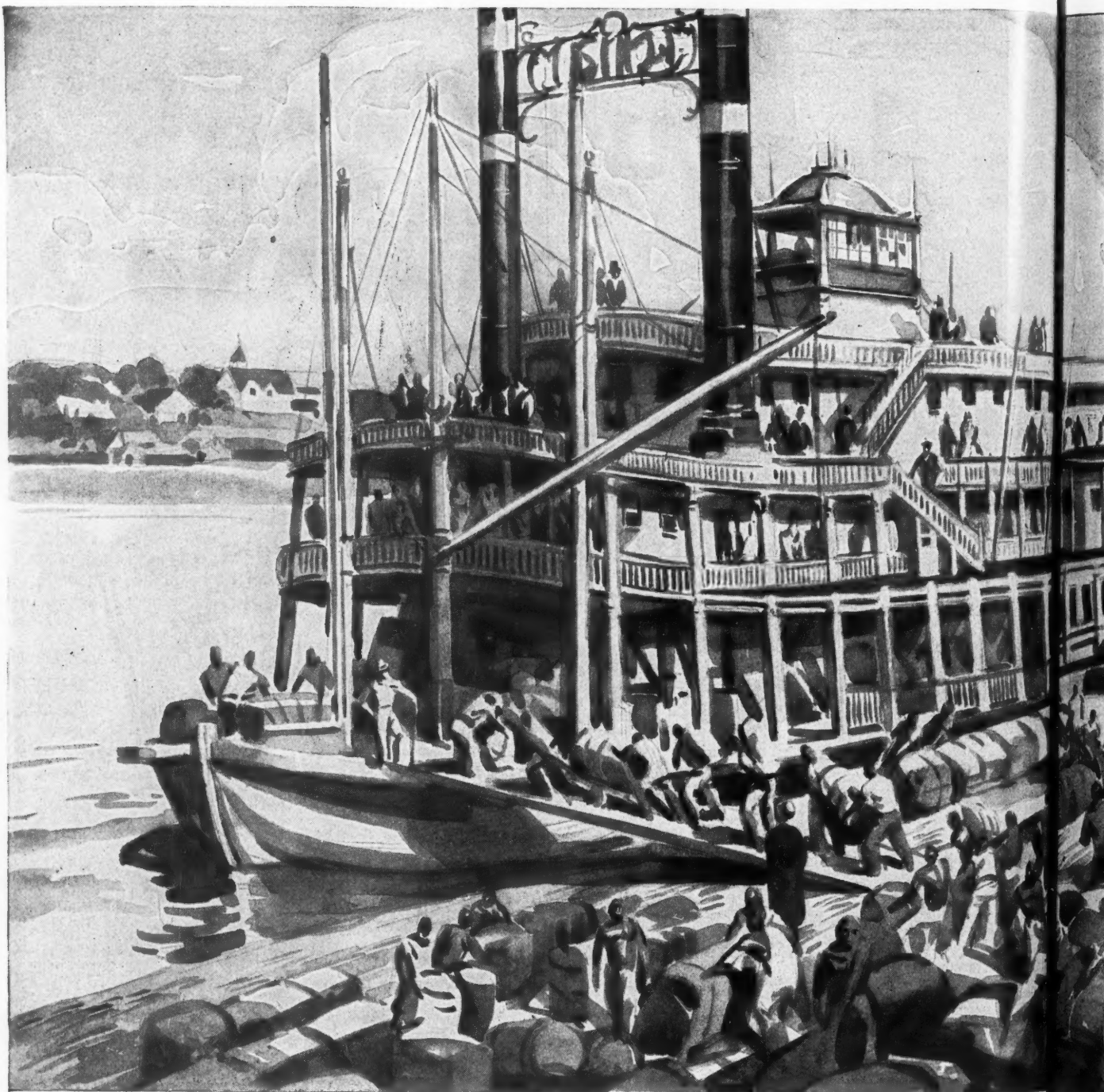
(You are building solidly when you merchandise this area with TRIBUNE advertising.

Oakland Tribune

OAKLAND, CALIFORNIA

Eastern
WILLIAMS, LAWRENCE & CRESMER CO.
285 Madison Avenue, New York City
360 N. Michigan Avenue, Chicago

Pacific Coast
FRED L. HALL COMPANY, INC.
507 Montgomery Street, San Francisco
514 Leary Bldg., Seattle and C. of C. Bldg., Los Angeles



Change—the inevitable part of progress

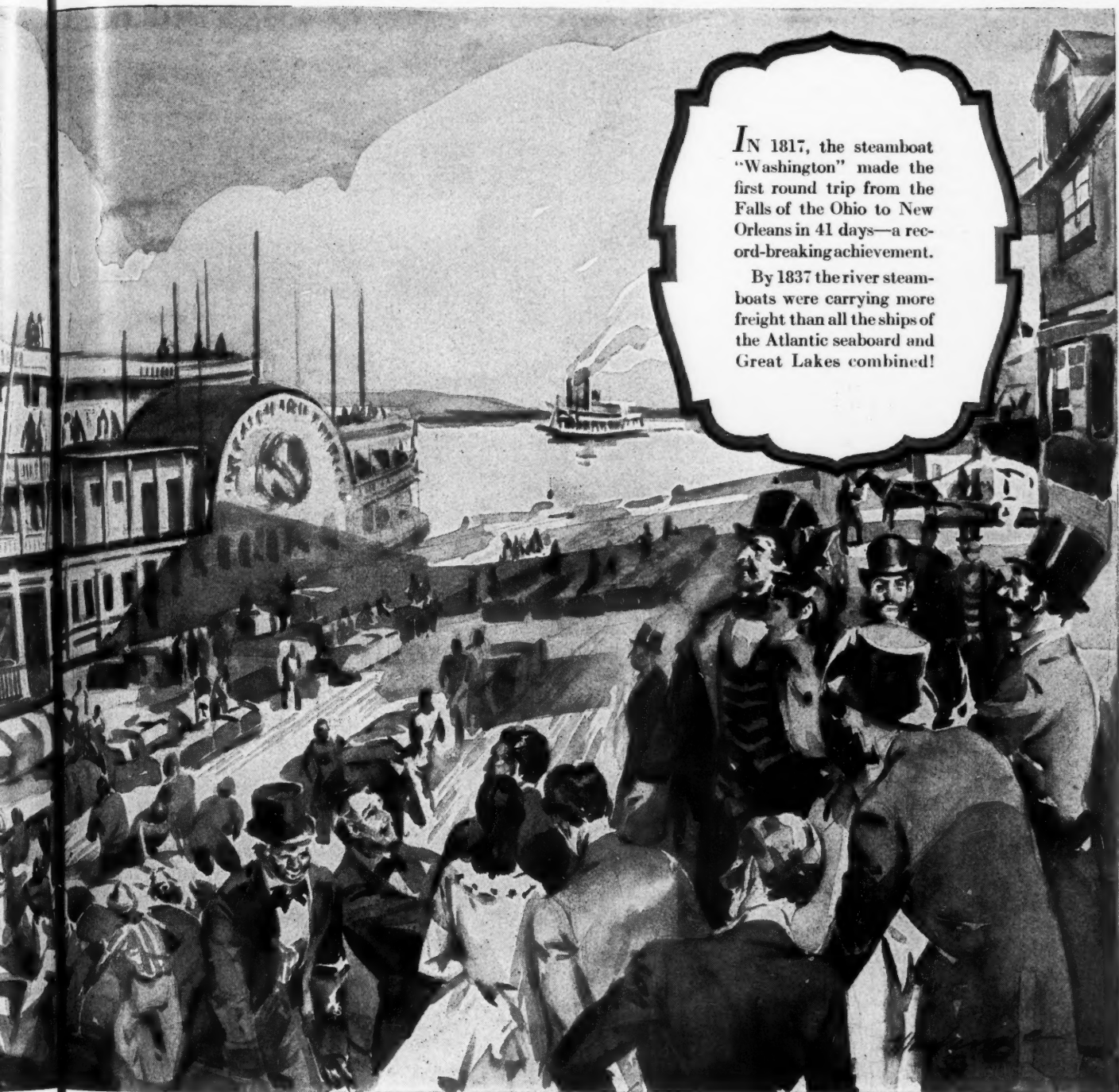
"Mark twain, mark twain!"—and the pilot of the great river steamboat guided its treacherous course, over rock and sandbar, snag and whirling current—monarch of all he surveyed. Below him the crowded, colorful cabins, the shaded decks where ladies and gallants of the day promenaded in courtly elegance. The songs of the negro "roustabouts" as they piled the decks high with sugar, cotton, tobacco and produce brought

to the river settlements—a stirring scene in that dawn of America's economic greatness.

For the era of the steamboat was the opening of that "doorway of opportunity for which men and nations wait." Westward was the goal of that army of pioneers who pushed forward to the great Father of Waters.

In less than 30 years it had revolutionized the middle west, expanding trade, creating new markets, making the wilderness to blossom with new towns and people. By 1850 the steamboat tonnage of the Mississippi Valley, exclusive of New Orleans, was 15,000 tons greater than that of all the Atlantic ports. At St. Louis, Albany, Cincinnati, Louisville, were the biggest shipyards in the world.

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IN 1817, the steamboat "Washington" made the first round trip from the Falls of the Ohio to New Orleans in 41 days—a record-breaking achievement.

By 1837 the river steamboats were carrying more freight than all the ships of the Atlantic seaboard and Great Lakes combined!

None of the steamboat men dreamed that the time would come when the "little wagon running on rails" would make their transportation obsolete. But, beginning with 1859, step by step the railroads cut off the river traffic: by 1887 the steamboat's work was done. A necessary, picturesque and turbulent part of the old frontier life had given way to the inrushing tide of Change!

Change—that inevitable part of progress—is demonstrated today with unusual force and dramatic suddenness by Motor transportation.



The upheaval in today's marketing and distributing problems, due to the swiftness, the wide radius and convenience of motor travel, is even greater than that which put the steamboat out of business. It has not only altered markets, but methods of approach. This Company has prepared an analysis which reveals the basic changes now necessary to successful merchandising and which will be an assistance to you in adapting your business to meet them. This analysis will be mailed to sales and advertising executives on request.

C R I T C H F I E L D & C O M P A N Y
A D V E R T I S I N G
New York Chicago Minneapolis Chattanooga

The big Q

for Canned Foods all through March

This big "Q" stands for "Quality". Quality in canned foods. You'll find leading grocers displaying it throughout the country all this month.

It's your cue first of all for the purchase of foods of quality in tin or glass—for a discrimination in buying. Price alone is an unsafe guide to the purchase of canned foods, just as it is with any other food commodity. Canned foods of *quality* are what you want for your home table. And they can be had without sacrificing thrift in buying.

And this big "Q" is also your guide as to *where* to purchase canned foods of quality. Look for it on grocers' windows and in their stores. Whenever you see it displayed you will know that special attention is being given to the sale of quality canned foods during this month.

Ask for these canned foods of better grade. You'll discover new table delights and find that real food economy can be had while buying for quality. This month—learn what fine quality is obtainable in canned foods.

THE CANNED FOODS TRADE



Wherever you see the big "Q" displayed, there you will know that high quality canned foods are being featured all this month.

Buy for QUALITY during March

The big "Q" for quality was featured in the advertising of the packers as well as in the cooperative campaign advertisements

How the Cannery Tackled the Price Problem

(Continued from page 972)

over the progress of the movement.

An organization of 550 local chairmen—prominent brokers and wholesalers in cities in every state in the nation—was formed to handle the local distribution of most of the campaign material.

Conditions created by the limited geographical extent of the newspaper advertising divided the chairmen into two camps. One group worked with the advantage of the national advertising; the other did a creditable job without it.

In the trading areas of the former group, the independent retail grocers rated \$1,000 or more were sent sets of the advertising material direct from headquarters. This was done to make sure that the better class grocers in these sections were supplied with the window posters necessary to enable them to hook up with the newspaper advertising. The local chairmen were then asked to be responsible for seeing that the posters were put into the windows.

Chain store headquarters were solicited direct through special letters and bulletins. The response to these appeals, kindled also by co-operation of the newspapers in which the national advertising appeared, was more than gratifying to the committee. The majority of the cities had at least one chain aligned with the campaign, while other concerns in the community gave unusual prominence to canned foods displays—particularly featuring the better grades.

Trade papers were employed to a certain degree in announcing the purpose of the campaign to general divisions of the trade. A few selected publications in the canning, wholesale, chain store and retail trades were used during February and March.

Results of the Campaign

In addition to all the printed material which was distributed the local chairmen and the newspapers carrying the national advertising were all supplied with sets of matrices or electrotypes featuring the letter "Q" and appropriate messages for grocers to insert in local advertisements.

At the close of the campaign an attempt was made to trace its results in terms of actually increased sales. Questionnaires inquiring for this information were sent to the local chairmen, brokers, wholesale grocers, and chain store headquarters, as well as the canners themselves who supported the movement.

At this writing the questionnaires are still coming in, and the mass of information they yield is still being tabulated. Whether the results are made public or not the average layman will be satisfied to know that the campaign was generally successful in registering its effectiveness in respect to all of the main objectives for which it was started.

These objectives, and some of the factors which point to their successful attainment, are as follows:

1. The increased buying of canned foods—particularly of the better grades—at the season of the year just before the big marketing of raw food produce.

A number of the local chairmen wrote in to campaign headquarters expressing satisfaction with the movement of canned food supplies in their districts, as well as in their own business. The sectional market reports in the canning and

The Pittsburgh Press

announces the addition

of a

Rotogravure Section

SUNDAY, JULY 15th

Circulation 282,266 A. B. C.

Rate \$1.00 a line



Rotogravure is now introduced to
Pittsburgh for the first time and
through the Sunday Press exclusively

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper

Member of the Gravure Service Group

NATIONAL ADVERTISING DEPARTMENT: 250 PARK AVENUE, NEW YORK • CHICAGO • DETROIT
PHILADELPHIA • ATLANTA • SAN FRANCISCO • LOS ANGELES • PORTLAND • SEATTLE

grocery trade papers indicated an unusual activity in canned foods during the period of the campaign, although orders continued to hold to small lots.

2. The development of a public consciousness of quality as superior to price considerations in the purchase of canned foods, as well as their convenience.

3. The education of the retail trade to an appreciation of the business value of special offerings of quality grades of canned foods at a fair price rather than poor grades of canned foods at a low price.

4. The education of the canning industry and canned foods distributors generally to the value of high standards of quality in canned foods in order fully to maintain their place in the market in the face of the increasingly improved quality and longer-in-season raw fruits and vegetables.

5. The demonstration of the advertising sales possibilities in the cooperative promotion of canned foods on an extended national scale by the canning industry, that will merit the confidence of the campaign supporters to repeat, if not to continue the effort on a much larger scale.

Price Graduates 75

Seventy-five young men and women were graduated at the third annual commencement of the Charles Morris Price School of Advertising of the Poor Richard Club, Philadelphia, Tuesday. Dr. Charles E. Beury, president of the Temple University, spoke on "What Price Democracy." Charles Paist, Jr., president of the Poor Richard Club, and Michael G. Price, who endowed the school with \$50,000 in memory of his son, Charles Morris Price, were also on the program.

George F. Parker Dies

George Frederick Parker, noted journalist, president of the Grover Cleveland Association and one of President Cleveland's closest friends, died this week at his home in New York City after an illness of eighteen months. Mr. Parker was born at Shelbyville, Ind., eighty-one years ago.

He gained his journalistic experience with newspapers in Iowa, Indiana, Washington, D. C., New Hampshire and Pennsylvania, and in 1887 joined the New York Press as the first managing editor.

Photo-Engravers to Meet

The American Photo-Engravers' Association will meet at the annual convention in Cleveland, October 11-13.

Leaflet Gets "Results" After 25 Years

A LEAFLET, issued by the Provident Mutual Life Insurance Company twenty-nine years ago, prompted an inquiry recently which led to a sale.

A letter written to the home office of the company in Philadelphia, asking for information about annuity rates, was given to a salesman for follow-up. He found the writer, a woman, had in her possession a table of annuity rates published by the Provident in 1899. After securing the business the salesman questioned his customer about the leaflet.

At the time the leaflet was issued, he discovered the woman was a librarian in a Y. W. C. A. library, and had found the table in one of her books. She preserved it for future use.

Twenty-five years later she lent it to a friend who was thinking of annuities, with the result that the friend took out an annuity in the Provident.

The leaflet was returned to its original owner who, nearly thirty years after finding it, wrote to the company and obtained for herself a Provident annuity.

Southern California Has 60,565 Inquiries

Sixty thousand, five hundred sixty-five requests for information were received during 1927 by the All Year Club of Southern California, as a result of the Club's newspaper and magazine advertising campaign, Don Thomas, managing director of the Club, announced this week.

Since October 1, 52,574 direct inquiries have been received, Mr. Thomas said. All were from prospective visitors.

Last year the company spent \$500,000 to attract visitors to Southern California, Mr. Thomas explained, and 96.3 of this amount went directly into advertising and publicity. The Club ran in 1927 244,669,951 insertions—101,499,491 of which were in general magazines and 143,170,460 in newspapers of the East and Middle West.

The Club is now engaged in a drive for funds for next year's campaign.

Columbus Ad Club Elect H. C. Simons

Harry C. Simons, a director of the Nisley Shoe Company and in charge of advertising and sales promotion for its group of forty-two stores, was elected president of the Advertising Club of Columbus last Friday night. Other officers are William E. Putnam, first vice-president; W. L. Noice, second vice-president; Charles S. Anderson, treasurer; Miss Marie O. Miller, librarian, and Delmar G. Starkey, secretary.

Macy's Plans Atelier to Aid Art in Industry

R. H. Macy & Co., Inc., announced Tuesday that it will launch an atelier of design to work with manufacturers here and abroad in the development of existing design and eventually the creation of new styles and types of merchandise. The atelier is to open about September 1, under the direction of Austin Purves, of Philadelphia, an instructor in painting in the Yale School of Fine Arts.

Plans for the atelier, according to the announcement, are to develop a staff of skilled designers to cooperate with manufacturers, the starting point being in the field of home furnishings, and decoration, particularly furniture, rugs, china and lamps. Later, as experience is gained and the staff developed, the atelier may expand its scope to include apparel, personal accessories and eventually all merchandise divisions of the store.

Page Quits Steel Body; Iden Directs Publicity

William H. Page has resigned as director of the bureau of public relations of the American Institute of Steel Construction, Inc., New York, and V. Gilmore Iden has been appointed his successor. Mr. Iden has served as Washington correspondent for various New York and Chicago newspapers and for four years was assistant editor in the Penton Publishing Company, Cleveland. He was for six years managing editor of the *Journal of Commerce*, New York, and recently on the editorial staff of the *United States Daily* in Washington.

Mr. Page has not announced his plans for the future.

Mountain States Phone Promotes Greenawalt

Mountain States Telephone & Telegraph Co., at Denver, has promoted John F. Greenawalt from advertising manager to assistant to the president. Mr. Greenawalt is succeeded by Milton E. Bernet, formerly advertising manager of the Wabash Railroad, St. Louis.

Sunkist Growers Expand

The California Fruit Growers' Exchange, with headquarters at Los Angeles, has expanded in northern California. The Feather River Citrus Groves, Inc., at Oroville, Butte County, will market the fruit from its 290 acres of oranges under the Sunkist brand.

G. M. & P. Move

Geare, Marston & Pilling, Inc., Philadelphia agency, have moved to the third floor of the Insurance Company of North American Building, 1600 Arch street.

April Local Display Advertising Figures for Portland Newspapers show the true situation as it is month after month

Total Number Local Display Advertisers in all Portland Newspapers.....	717
Total Number of Advertisers in Oregonian.....	450
Total Number of Advertisers in Second Paper....	380
Total Number of Advertisers in Third Paper....	211
Total Number of Advertisers in Fourth Paper....	179
Number using Oregonian only.....	167
Number using Second Paper only.....	91
Number using Third Paper only.....	39
Number using Fourth Paper only.....	33
Number using largest space in Oregonian.....	273
Number using largest space in Second Paper....	170
Number using largest space in Third Paper....	61
Number using largest space in Fourth Paper....	55
Number using equal space in Oregonian and one or more other papers.....	57
Number using equal space in Second Paper and one or more other papers.....	60

Portland Advertisers prefer The Oregonian

MONTH in and month out, year after year, more Portland advertisers use The Oregonian than use any other newspaper. And also, The Oregonian has by far the greatest number of *exclusive* advertisers of any Portland newspaper.

The local display advertising figures for April,

shown above, are definite evidence that Portland merchants have a decided preference for The Oregonian. National advertisers, too, use far greater space in The Oregonian than in any other Portland newspaper—because advertising in The Oregonian *sells the Portland market*.

The Oregonian

PORTLAND, OREGON

Circulation: over 108,000 daily; over 161,000 Sunday

Nationally Represented by VERREE & CONKLIN, INC.

NEW YORK
285 Madison Avenue

CHICAGO
333 N. Michigan Avenue

DETROIT
321 Lafayette Boulevard

SAN FRANCISCO
Monadnock Building

The Preferred Newspaper of the Pacific Northwest

Published monthly, supplemented with bulletins and covers daily newspapers, farm papers, general magazines and business papers.

To select the proper advertising mediums, you need

STANDARD RATE & DATA SERVICE

IT GIVES up-to-the-minute information on rates, discounts, color and cover charges, special positions, classified advertising and reading notices, closing dates, page and column sizes — and circulations on publications in the United States and Canada.

—USE THIS COUPON!—

Special 30-Day Approval

Order

....., 192....

Standard Rate & Data Service,
536 Lake Shore Drive,
Chicago, Illinois.

You may send us—prepaid—the current number of Standard Rate & Data Service, together with all bulletins since it was issued, which we are to have the privilege of using 30 days. If we are not convinced of the value of this Service at the end of that time, we shall return the issue and our obligation is ended. Otherwise, you may consider us subscribers and send a revised copy each month for one year. The service is to be maintained by bulletins issued every other day.

Firm Name
Street Address
City
State
Individual Signing Order.....
Official Position

Why the Imperial Sales Convention Clicked

(Continued from page 973)

How many salesmen does this house employ?

To what foreign countries do we export?

How much did this company increase its sale of satin goods by the summer sales campaign, and how many of these have there been?

What three factors go to make up our selling costs? (Note—selling cost is our completed cost, not factory cost. There are three parts to a completed selling cost.)

How old is this company?

How far east do we ship our candies? (In the United States.)

Why don't we sell our candies nationally?

How much did we increase our bar sales by use of the new display rack, and why did we?

Overlooked Selling Points

What new manufacturing equipment have we purchased in the last couple of years? Itemize.

How many people do we employ in our factory during the fall months?

What is the daily tonnage capacity of our hard candy department?

Most of the information covered in the foregoing questions had been bulletined to the salesmen, but there were other points, undoubtedly, that had been omitted because of their very familiarity. Yet the men have found that there is good selling talk in specifying the seven-ton daily tonnage capacity of the hard candy department, or in itemizing the new manufacturing equipment recently installed.

In answering the question: "What new manufacturing equipment have we purchased during the last couple of years?", 50 per cent of the salesmen graded entirely correct; 25 per cent were three-fourths correct, the remainder of the group achieving a somewhat less degree of accuracy, but none failing entirely.

Pondering the questions referring to products of the company has given the men valuable information leading to sales. There were four of these "product questions":

Name one of the principal points

of superiority of our jelly strings and drops over competition.

Why can we obtain thirty cents a pound for Super Mix when similar products sell for 20 cents.

How many pounds of Colonels have we sold since January 1?

Why do our satin goods retain their luster longer than others?

More Concrete Facts

A quality product doesn't have a Topsy growth. There's always a reason why. Yet, the salesmen, even the best of them, are prone to talk vaguely in terms of efficient employees and efficient equipment, this intelligence test revealed. For example, in answering the last question, "Why do our satin goods retain their luster longer than others?" no salesman could have been graded with a definite zero, yet 75 per cent talked in vague generalities instead of specifically nailing down a selling argument.

"We have a higher and more efficient process of cooking by vacuum," responded one salesman. Now he says, "Our satin goods retain their luster longer than others because they are cooked to a higher temperature, which has eliminated the moisture." He knows definitely why Imperial jelly strings and drops are superior, "evenness of crystallization," not merely rich color, good flavor, et cetera.

Mr. New Dealer, for example, is asked to pay 30 cents a pound for Imperial Super Mix when he can get a similar product for 10 cents less. Now the salesmen have something more portent to say than that the difference is due to "superior quality," or is "just that much better." "Our Super goods have a thinner shell and more center than competitive goods," they assure Mr. New Dealer querying about the 10 cents difference.

Here were the questions that checked up the salesmen on various phases of dealer help and facts the dealer wishes to know:

What is the difference in per cent of profit to the retailer on bars costing him 85 cents for 24, and bars costing \$1 for 30?

What is the percentage of profit to the dealer and to us if it costs

(Continued on page 1006)

"Read Me First"

As a busy executive, you will appreciate the power of CHIEFTAIN BOND to attract and hold attention for any type of business message. Its sixteen compelling colors, in addition to pure white, help produce sales letters, folders, form letters, statements, billheads, that say "Read me first."

Yet the price of this loft-dried, rag-content Bond is so economical that you can afford larger runs or reduce costs without sacrificing quality.

For exploring new markets with conservative expense, there is no better paper than CHIEFTAIN BOND. Try it.

Chieftain Bond

Use envelopes to match your stationery

DISTRIBUTORS

ALBANY, N. Y. The Potter-Taylor Paper Corp'n
BALTIMORE, MD. Barton, Duer & Koch Paper Co.
BOISE, IDAHO. Blake, Moffitt & Towne
BOSTON, MASS. W. H. Claffin & Co.
BUFFALO, N. Y. Holland Paper Co.
BUTTE, MONT. Minneapolis Paper Co.
CHICAGO, ILL. Parker, Thomas & Tucker Paper Co.
CINCINNATI, OHIO. Standard Paper Co.
CLEVELAND, OHIO. Petroquin Paper Co.
COLUMBIA, S. C. Epes-Fitzgerald Paper Co.
DALLAS, TEXAS. E. C. Palmer & Co., Ltd.
DENVER, COLO. The Carter, Rice & Carpenter Paper Co.
DES MOINES, IOWA. Carpenter Paper Company of Iowa
DETROIT, MICH. The Whitaker Paper Co.
DULUTH, MINN. Peyton Paper Co.
FRESNO, CALIF. Blake, Moffitt & Towne
HOUSTON, TEXAS. E. C. Palmer & Co., Ltd.
INDIANAPOLIS, IND. Century Paper Co.
JACKSON, TENN. Martins-Currie Paper Co.
KANSAS CITY, MO. Kansas City Paper House
KANSING, MICH. Dudley Paper Co.
LOS ANGELES, CALIF. Blake, Moffitt & Towne
LOUISVILLE, KY. Southeastern Paper Co.
MILWAUKEE, WIS. Allman-Christiansen Paper Co.
MINNEAPOLIS, MINN. Minneapolis Paper Co.
NEW ORLEANS, LA. E. C. Palmer & Co., Ltd.
NEW YORK CITY. F. W. Anderson & Co.
OAKLAND, CALIF. Blake, Moffitt & Towne
OKLAHOMA CITY, OKLA. Kansas City Paper House

OMAHA, NEBR. Field-Hamilton-Smith Paper Co.
PHILADELPHIA, PA. D. L. Ward Co.
PHOENIX, ARIZ. Blake, Moffitt & Towne
PITTSBURGH, PA. Seyler Paper Co.
PORTLAND, ORE. Blake, Moffitt & Towne
PROVIDENCE, R. I. Paddock Paper Co.
PUEBLO, COLO. Colorado Paper Co.
RALEIGH, N. C. Epes-Fitzgerald Paper Co.
RICHMOND, VA. Epes-Fitzgerald Paper Co.
SACRAMENTO, CALIF. Blake, Moffitt & Towne
ST. LOUIS, MO. Acme Paper Co.
ST. PAUL, MINN. E. J. Stilwell Paper Co.
SALEM, OREGON. Blake, Moffitt & Towne
SAN ANTONIO, TEXAS. San Antonio Paper Co.
SAN DIEGO, CALIF. Blake, Moffitt & Towne
SAN FRANCISCO, CALIF. Blake, Moffitt & Towne
SAN JOSE, CALIF. Blake, Moffitt & Towne
SAN LUIS OBISPO, CALIF. Blake, Moffitt & Towne
SANTA ROSA, CALIF. Blake, Moffitt & Towne
SPOKANE, WASH. Spokane Paper & Stationery Co.
SPRINGFIELD, MO. Springfield Paper Co.
TACOMA, WASH. Tacoma Paper & Stationery Co.
TAMPA, FLA. E. C. Palmer & Co., Ltd.
TOLEDO, OHIO. Ohio & Michigan Paper Co.
WASHINGTON, D. C. Barton, Duer & Koch Paper Co.
WICHITA, KANSAS. Kansas City Paper House
WILKES-BARRE, PA. H. A. Whiteman & Co.
WORCESTER, MASS. Charles A. Esty Paper Co.

EXPORT—NEW YORK CITY, American Paper Exports, Inc., and Parsons & Whittemore, Inc.

ENVELOPES

WAUKEGAN, ILL., National Envelope Co., Div. United States Envelope Co.
WORCESTER, MASS., Logan, Swift & Brigham Envelope Co., Div. United States Envelope Co.


"Note the Tear and Wear as well as the Test"

NEENAH

PAPER COMPANY

Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

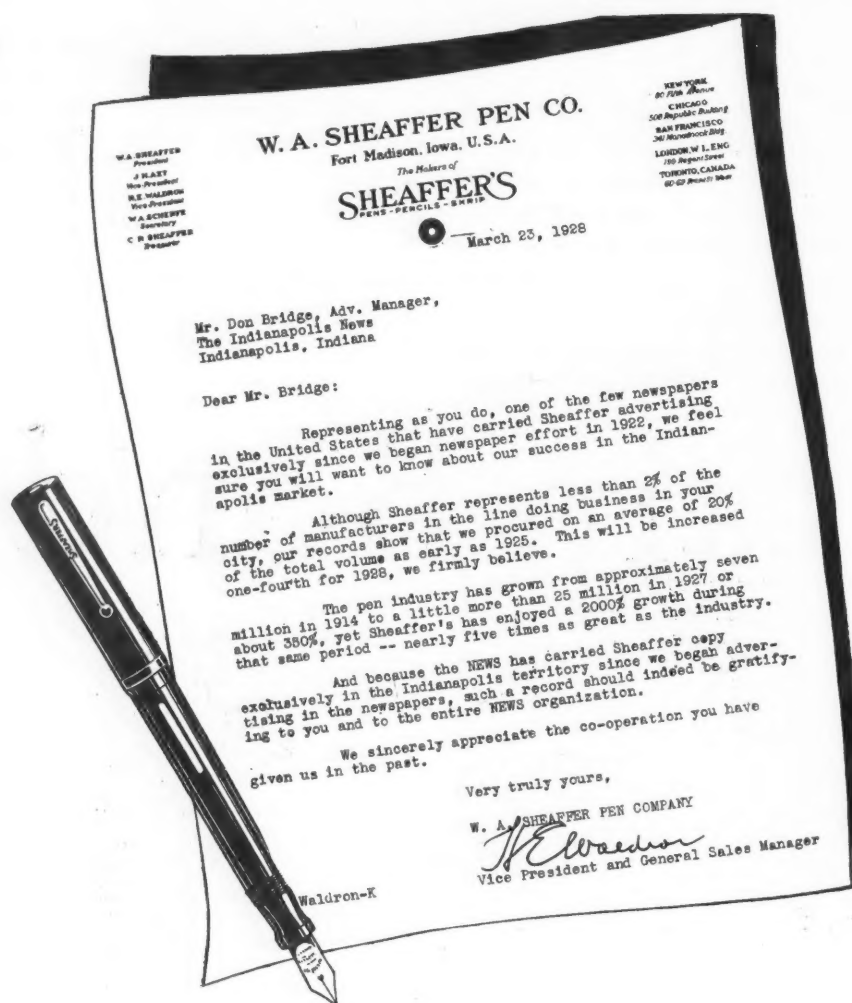
Neenah, Wisconsin

Check the  Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes





SHEAFFER Gets 25% of All Pen Sales in Indianapolis --by Using the NEWS, Exclusively

MR. WALDRON'S letter is a six-year tribute to the sales-producing power of consistent advertising appearing in *The NEWS* exclusively, and backed by aggressive selling effort.

It is a Success-Story, which is being duplicated in many other lines by hundreds of shrewd merchandisers who use the same formula for maximum sales at minimum cost in the rich, responsive Indianapolis Market. In 1927, 447 national advertisers used *The NEWS* exclusively to get the most sales from this important territory at the lowest possible cost.

The daily average net paid circulation of *The NEWS* for three months ending March 31, 1928 (A.B.C. statement) was 137,287. The largest in *NEWS*' 58-year history, and growing every day.

The
INDIANAPOLIS NEWS
DON. BRIDGE
Advertising Manager
New York—Dan. A. Carroll
Chicago—J. E. Lutz



us 17 cents, we sell it to him for 24 cents, and he sells it as a 39-cent special?

What should the average per cent of cost to do business be for the ordinary independent retail druggist?

If a dealer asks you what percentage of shrinkage to allow for on his candy stock, what would you tell him?

If a druggist who had not handled candy asks you how many turnovers per year he could expect, what would you tell him?

What would you tell him the markup would be on candy?

"Ask Me Another"

Most of the answers to the above involved a simple matter of arithmetic, others required research and study. Here, again, the questions banished generalities—not just "oh, our \$1 box, packed with 30 bars, will give you more profit than a box at 85 cents, with 24 bars," but, "Mr. Dealer, when you buy a box of 24 bars at 85 cents, your profit is 29 per cent. When you buy our line, 30 to a box, at \$1, your profit is 33 per cent. A difference of 4 per cent to you!"

And then the questions which dealt directly with the salesman himself:

How many accounts have you?

What is the population of your territory?

How many years and months have you been with this house? Give exact data if possible.

How does simplification of the line assist selling?

These last four questions give the sales manager a definite gauge on his salesmen. If he knows correctly the population of his territory, it follows that he is working toward a goal when his sales will be commensurate with per capita consumption of sweets. It's an indication that he's jealous of his business when he knows the exact number of his accounts.

The salesmen plowed up a lot of real selling information when they went digging for answers to the questions, and this information is valued and used to a much greater extent than if it had been gleaned solely from bulletins.

Noble Joins WLTH

Arthur D. Noble, former manager of the merchandising department of the *New York World*, has joined the staff of radio station WLTH, Hotel Leverich Towers, Brooklyn.

Campaigns to Be Launched in Industrial Markets

(Continued from page 976)

parallel with the problem confronting Mr. Dixon. Practically every one of the 115,000 worth-while prospects scattered widely throughout all industry maintained an office force as a necessary factor in conducting their business. The location of this office force varied. In the smaller plants it was housed in a section of the main factory building. With many of the larger industrial companies, handsome separate buildings are devoted to company executives and the office staff.

A Wide Market

Thus the industrial market was shown to be wide in scope and to hold out the prospect of good volume business, particularly among units where a separate building was devoted to the company offices. At the same time it became evident that certain industries offered the largest market, from the standpoint of size and buying power, and Mr. Dixon decided to study the various industries with the view in mind of recommending a start in those that held out the greatest possibilities for development from the standpoint of window area to be screened.

A study of the buying influences for this class of product disclosed the fact that among those to whom the appeal must be made were architects, engineers in the offices of architects, office managers and industrial company executives who were not only interested in the production of their plants but in general company affairs that promoted efficiency throughout.

This consideration led to straightening out the confusion which so often exists as to the titles used by men in industry; a pitfall into which manufacturers often stumble when seeking buying control. The one reliable method of running down the real buyers is to seek them by actual operating responsibilities. For the important thing, after all, is not what they are called, but what they do.

Working on this basis Mr. Dixon came to the obvious conclusion that there must be a certain overlapping of industrial responsibility and that many company executives who were

responsible for plant operation and production were also vitally interested in the general welfare and layout of the office force. Such men depended largely for guidance on leading industrial publications and had general company improvement measures at heart as well as specific branches of production. The channels through which to reach them were thus at once defined.

Two classes of media were offered and both were selected to play a part to reach these officials, industrial publications cutting a horizontal class throughout industry and vertical papers appealing specifically to certain trades.

Planning the Advertising

The first class embraced papers devoted to office management, factory management and other publications read by men in various industries covering problems more or less common to all. In the second class were placed architectural publications, engineering and contracting papers and publications dealing with the individual problems of specific industries.

Only leading papers were selected, and only such vertical publications were used as would carry the message to those specific industries selected for intensive cultivation.

There was, however, another important angle which Mr. Dixon considered. It was not sufficient to merely sell the idea of window screening to industry. Back of the idea must be the element of service, to make it work. Hardware dealers, carpenters and others in various local communities must be stimulated to get out and seek industrial business in order to build up jobber orders, and the jobbers themselves must be acquainted with the plan to promote their sales. This led to the necessity for putting on the list a leading hardware paper, an outstanding publication reaching carpenters and builders and a paper having influence among jobbers.

It took time for Mr. Dixon to determine the specific industries to be covered, and we need not follow him through all his various

It Tops Them All
the STANDARD

In a class by itself

gives the facts about *National Advertisers and Advertising Agencies*
Revised at regular intervals

Weekly Reports

Special information to subscribers

National Register Pub. Co.

R. W. FERRELL, Mgr.

245 Fifth Ave., - - - New York

Chicago Philadelphia San Francisco Boston



This Service Gives

the facts about *National Advertising Accounts and Advertising Agencies*

Revised at Regular Intervals

ACCURATE—EFFICIENT

National Register Pub. Co.

245 Fifth Ave., New York

Chicago Philadelphia

San Francisco

Boston



Your salesmen select the prizes they want from this new catalog and they work harder to get them.

How can a sales manager choose for his sales contest a first, second, or any other prize which his men will really want—when he doesn't know who will win it?

The better, the newer, the most successful method is to let salesmen make their own selections from the hundreds of prizes in our Prize Catalog.

Let us send you a summary of the most successful prize contest plans used by scores of concerns, together with the outline of a method by which we carry your stock of prizes. You make no investment until the prizes are won. This catalog can be imprinted with your firm name and the details of your own contest. An inquiry will bring you full details.

MARSHALL FIELD & COMPANY WHOLESALE CHICAGO

Manufacturers • Converters • Importers

**Hand this MEMO
to your Secretary**

MEMO: Please write the Sales Contest Department, MARSHALL FIELD & COMPANY, Wholesale, 219 W. Adams St., Chicago, for Premium Catalog and Booklet of Prize Contest ideas used by other companies. Remind me to outline our plan to them.

ramifications. Sufficient to say that the textile, certain process industries, public utilities and mechanical industries were selected as a start.

Having studied his market, analyzed buying habits, clarified his channels of distribution and trimmed ship in general, copy appeal came in for consideration.

Selling the Architects

To architects and their engineers, the message advocated the planning of screens for new structures based on a greater efficiency standpoint. This advertising, in addition to selling the advantages of the product on its merits, told of the educational program being conducted in industry, thus paving the way for recommendations. Heavy stress in this copy was brought to bear on the product itself.

To the hardware dealers and carpenters the message was somewhat similar. Of course the educational program to industry was featured and reproductions of some of the industrial advertising were shown in the copy. These local screen men were urged to canvass the plants in their territory and solicit orders for complete screens or for the copper cloth, should the manufacturer prefer to make his own screens in his shop. Mr. Dixon also planned to prepare a sales manual to assist these local tradesmen in selling, and to offer this book in every piece of copy.

Part of the plan consisted of making the industrial advertising work twice by having reprints made for direct mailing to a hardware dealer's list. It was proposed to accompany these reprints with a letter outlining the plan in full and making the recipient feel that he was being established on the staff of the company as a sales agent.

The matter of local newspaper advertising was studied, and included in the plan was the recommendation to try its effect in certain large industrial centers such as Cincinnati, Ohio; Bridgeport, Connecticut; Springfield, Massachusetts, and other selected localities where its effect might be checked.

Armed with this skeleton plan, Mr. Dixon placed it before his president. Certain parts were modified, additions to it were made but in the main the backbone was strong. Richard Logan shelved his golf for awhile and the day finally arrived when the drive was launched. Later, as plants were

Called on him for 3 years Then, a \$5000 order by Telephone



☞ An Advertisement for Bell Long Distance Telephone Service

THE sales manager of a West Virginia tool company made personal calls upon a Cincinnati jobber for three years—without making a sale. Then one day he learned that a large job of work was to be started. He instantly called the jobber by Long Distance. Sold him a carload of shovels. Amount of the order, \$5000. Telephone charge, \$1.30.

In the packing industry, reams of correspondence are often exchanged before specifications can be agreed upon. In a 10-minute telephone conversation, an Austin, Minnesota, firm took a 5-carload order and laid the groundwork for future shipments of 500,000 pounds. The new customer was 1500 miles away.

A Cedar Rapids insurance man had learned to use Long Distance while in the coal business. Each week from his desk he calls an average of 20 of his salesmen. "It enables me to talk to them just as well as if I visited them in person." In five years, his annual business has increased from one million to five and a half million dollars.

What long distance calls could you profitably make now? They are inexpensive. New station to station day rates are: San Francisco to New York, \$9. Pittsburgh to Boston, \$2.20. Chicago to Detroit, \$1.35. Newark to Philadelphia, 60c. Calling by number takes less time. *Number, please?*





Points that Dominate in Distribution are the Strongest Trade Builders

The warehouses represented serve live territories. You cannot afford to pass up any of these important centers

Any commodity can be handled with accurateness and dispatch plus saving in freight, excessive investment, maintenance of an organization, and many other items.

BAILEY WAREHOUSES.....	PHILADELPHIA
BROKERS OFFICE & WAREHOUSE CO.....	WICHITA
GREAT LAKES TERMINAL WHSE. CO.....	DETROIT
GREAT LAKES TERMINAL WHSE. CO.....	TOLEDO
HOUSTON CENTRAL WAREHOUSE CO.....	HOUSTON
INDEPENDENT WAREHOUSES, INC.....	NEW YORK
INTERSTATE FORWARDING CO.....	DALLAS
KENNICOTT-PATTERSON WHSE. CORP.....	DENVER
LANEY & DELCHER STORAGE CO.....	JACKSONVILLE
MERCHANTS TRANSFER & STGE. CO.....	DES MOINES
METROPOLITAN WAREHOUSE CO.....	LOS ANGELES
OVERLAND FREIGHT TRANSFER CO.....	SAN FRANCISCO
QUINCY MARKET COLD STORAGE & WHSE. CO.....	BOSTON, MASS.
SECURITY WAREHOUSE COMPANY.....	MINNEAPOLIS
SECURITY WAREHOUSE COMPANY.....	ATLANTA
STERLING PRODUCTS COMPANY.....	EVANSVILLE
WERTZ WAREHOUSE CO., Inc.....	READING, PA.

If you are not using merchandise warehouses at any of these points permit us to make a survey of your particular problem through our offices at CHICAGO, NEW YORK or KANSAS CITY and place before you a method of National Distribution at the lowest cost

CROOKS TERMINAL WAREHOUSES

CHICAGO

KANSAS CITY

NEW YORK OFFICE
225 BROADWAY
Transportation Building

We will gladly assist you in your warehouse problems anywhere

LIBERAL ADVANCES MADE ON STAPLE COMMODITIES

equipped, the stories of some of these successful installations furnished strong copy material.

Late that summer two golfers wended their way toward the "nineteenth hole" and its cooling recompense.

"What's the matter with your driving, Tom?" questioned Logan. "It's all off."

"Well, you see it's this way," was the reply. "Since I put in screens I never play office golf any more with that fly swatter you kidded me about. Seriously speaking, Dick, I'm interested in that new plan of yours, but isn't it a seasonable proposition? Will you keep up your advertising during the winter?"

Logan grinned. "Of course," he said, "My drive is naturally a pre-season one, but in many plants winter is a slack period, and anyway, industry is a different kind of bird from the private house owner. It plans ahead. I figure that I can keep going and put in the mind of industry the idea of making its own screens in spare time. I'm not worrying much about that and besides, this industrial venture has taught me something. Flies are a summer proposition, but water bugs, rats and other destroying and objectionable agents flourish all the year.

"I'll tell you a secret if you won't laugh. I've just bought the interest in an exterminator company and the animal and insect pests that infect industry are doomed. I'm going to build up this company, organize it as a subsidiary and sell roach powder, rat poison and other exterminating products to industry on a large scale. There's a chance here to do a big business. Flies in summer. Water bugs and rats all the year round."

"Are you fooling?" asked Runyan, as they entered the clubhouse door.

"No," replied Logan. "On the contrary, I'm serious. Better give me a first order."

Cellophane Prices Cut

A new scale of prices on Cellophane has been announced by Du Pont Cellophane Company, Inc., New York, effective June 1. This is the fifth reduction in price list of this product since the Du Pont organization started its manufacture in 1924. At that time the cost of Cellophane was 127 per cent higher than it is today. It is now being used for wrapping and other purposes in more than thirty different industries.

Current Business Indices

Volume of Transactions

Comparative bank figures for the weeks ended May 30-31 were confused by the holiday and the heavy June settlements partly reflected in the corresponding five days of 1927, which included June 1-2, for clearings, and June 1 for checks on individual accounts. This accounts for the fact that total clearings were less this year than last year by 1.5 per cent, being down 0.3 per cent, even in New York, and 5.1 per cent less in the other cities. There were gains, nevertheless, in nine cities, noticeably on the Pacific Coast. Total debits were up 4.3 per cent over 1927, chiefly in New York, where the gain was 10.7. All but two of the other districts showed losses, San Francisco having an exceptional gain of 11.7 per cent.

Distribution of Goods

Railroad freight loadings in the week ended May 26 continued to reflect a rising movement of goods, the total, 1,020,916 cars, being 17,419 cars more than in the preceding week and only 5,873 cars less than last year. Compared with 1927 there was a gain in miscellaneous freight of 9,590, 2.3 per cent more than offset by losses in farm produce, 4.4 per cent; forest products, 4.6 per cent; ore, 5.5 per cent; coal, 1.8 per cent, and merchandise in less than car load lots of 0.7 per cent.

Margin of Profits

Irving Fisher's wholesale commodity price index fell off to 98.0 for the week ended June 3, compared with 98.8 the week before. The Department of Agriculture farm price index on May 15 reached 148, 22 points above that of the corresponding week in 1927, the highest figure reached in any month since August, 1925, and the top May figure since 1920.

Business Failures

Commercial failures in May totaled 1,748, an increase of 8 per cent over those of May, 1927, but the amount of liabilities, \$36,636,551, was less by 10 per cent, according to Bradstreet. For five months the number, 9,483, was 2.6 per cent more than in the year before, the liabilities, \$235,755,848, were down 30 per cent.

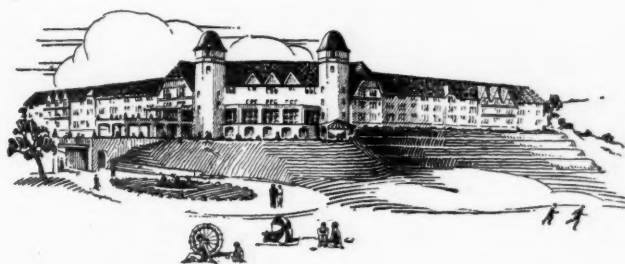
Credit Conditions

Money rates continue to stiffen, reflecting the stringency in the speculative markets where the call rate ruled about $6\frac{1}{2}$ during most of last week, compared with $4\frac{1}{4}$ a year ago. Time loans hold at $5\frac{1}{8}$ @ $5\frac{3}{4}$, nearly $1\frac{1}{4}$ above the 1927 rate; commercial paper at $4\frac{1}{2}$ @ $4\frac{3}{4}$ for best names and 5 for other names, an advance of one-half over last year.

Retail Sales in May

The first thirteen chain store concerns to report their May sales showed a gain for the month of 19 per cent and for five months of 14.5 per cent. The group is fairly representative and probably indicates the trend of chain store business as a whole.

Mail order house sales in May showed striking gains, 21 per cent for Sears Roebuck and 15.4 per cent for Montgomery Ward. In both cases, however, the department stores' business of these concerns is believed to be responsible for much of these increases.



The Golfmore

finest hotel on loveliest shore of
LAKE MICHIGAN

THE Golfmore fronts on a broad stretch of sandy beach in the beautiful wooded dune country, near the southern end of Lake Michigan, 62 miles from Chicago. Golf [two excellent courses] a canter or stroll over glorious dune trails, tennis, a dip in the surf, a dance at evening to the music of a famous ten-piece orchestra, and many other diversions pass time all too quickly. Motor tourists stop for a meal and stay for weeks in this entrancing environment. Delicious meals with fresh vegetables and fruits in season, from nearby Michigan farms and orchards.

Extra large bedroom, dressing room and private bath [meals included] \$8 to \$10 a day, single; \$13, \$15, \$17, \$18, double. Special weekly rates and rates for organization outings and for conventions, on request.

Michigan Central Railroad or Motor Bus Lines to Grand Beach; or South Shore Electric to Michigan City, Indiana, where private motor coaches meet arriving guests. Broad highways, from all directions, to The Golfmore. Further details with illustrations on request.



The Golfmore

HOTEL

GRAND BEACH MICHIGAN

Fireproof—Accommodations for 500 ~ J. E. BYRNES, Manager





Advertising "copy" can fly too high or too low. A picture is the "Esperanto" of high and low; the common comprehension of Saxon, Latin, Teuton & Slav; the language of king and cobbler; duchess and seamstress. Before we start with an illustration we start with an idea.

MARTIN ULLMAN STUDIOS INC. NEW YORK
250 PARK AVENUE * Ideas • Layouts • Designs • Illustrations

Publication Titles as Trade-Marks

By JAMES SIDNEY HOLMES

Trade-Mark Specialist

THE name of, or title to a newspaper, magazine or book can be registered as a trade-mark, and like protection is open to names of or titles to column articles, the latter, however, only if regularly published. It seems strange how few writers have discovered such protection and as a result there are now published many periodicals under the same or similar names.

This right was adjudicated in the United States as far back as 1825, but at that time unfair competition was mainly considered; however in 1867 we have a clear-cut opinion in the case of the *National Police Gazette* against the *United States Police Gazette*.

The Patent Office has all along, under the act of 1905, freely registered these names or titles as trade-marks and yet it is quite probable that not more than one in ten has so availed himself of this privilege.

Assignment or transfer of a trade-mark can be legally accomplished only under certain established circumstances as, for instance, we hear of many who sell or buy trade-marks the same as one would buy or sell a tangible commodity. Such a transfer is worthless, unless the good will of the business or the business is bought or sold with the mark.

A trade-mark is an intangible thing and can be represented only in the good will of the business. If the reader contemplates either purchase or sale of a trade-mark, great care should be exercised in the transfer and, if the mark has been registered, an assignment must be recorded in the Patent Office.

Should the owner of a trade-mark have discontinued his business for a length of time, so that the rights to the mark might be considered as abandoned, then the purchaser should make very careful investigation to determine all the facts before purchasing. What constitutes abandonment opens up a fine question.

It will therefore be seen far safer to select an original trade-mark which, after thorough search, can be determined to be both new and basic. Then, having obtained a final valid registration, it be-

hooves the owner to watch for infringers everywhere and be sure to take steps promptly to stop any such infringer. The time will then come when such a mark occupies an exclusive field in the mind of the public and will represent a great increase in its asset value to its owner.

Recent Decisions

Fabrique des Longines Francillon & Company vs. O. Maire, Inc.: Maire, Inc., applied to register "Longia." This was opposed by owner of registered mark "Longines." The examiner sustained the opposition and this case came up on an appeal to the commissioner, who also ruled that the marks were similar and likely to cause confusion, that the opposer had used "Longines" prior to the use of "Longia," that upwards of \$500,000 had been spent to advertise "Longines." Therefore the mark "Longia" was refused registration.

Questions and Answers

1. Q. Please tell us where an agency can obtain information on copyrights.
 - A. Address, Register of Copyrights, Library of Congress, Washington, D. C. Every agency should have Bulletin 14, which contains the various copyright laws.
2. Q. After spending considerable money for a client to advertise his trade-mark he now informs us he is compelled to change the mark due to an order from a prior user. What can he do?
 - A. This often happens and it is hard to understand why the agency does not assume to advise the client in advance in order to be sure that a mark has established rights before spending money. There is nothing to do now in your case, if someone else has prior right to the mark.

Speer to Toledo Blade

Stanley C. Speer, formerly a member of the staff of Paul Block, Inc., New York City, is now business manager of the *Toledo Blade*, a Paul Block publication.

Sells carload of chairs

in two hours with a single advertisement

A SINGLE advertisement in the *Courier-News* enabled Tepper Brothers, prominent Plainfield merchants, to sell a carload of Windsor chairs in less than two hours. The responsiveness of Plainfield families is born of prosperity. And it is activated exclusively throughout this territory by one newspaper—the

PLAINFIELD COURIER-NEWS

Plainfield, N. J.

one of the

GANNETT NEWSPAPERS

Rochester Times-Union
Utica Observer-Dispatch
Elmira Star-Gazette-Advertiser
Elmira Sunday Telegram
Ithaca Journal-News
Newburgh-Beacon News
Olean Herald
Hartford, Conn., Times
Plainfield, N. J., *Courier-News*

J. P. McKinney & Son, National Representatives
New York Chicago San Francisco
John J. McConnell, Western Manager

YES SIR!



Here are your BABY CARTOONS! A three-column idea in a one-inch space and every cartoon up to the standard set by our national advertising cartoon work.

Send for Free Catalog

LOWRY CARTOON CORPORATION

Mather Tower, 73 E. Wacker Drive, CHICAGO

THE TAXI WEEKLY

COVERS THE WHOLE CAB INDUSTRY

New York Edition goes to 10,000 taxicab individual fleet and company operators. Issued Mondays.

National Edition goes to 4,000 fleet and company operators throughout the U. S. Issued Mondays.

Published in Its Own Printing Plant at 54 West 74th Street—New York City

“WE”

MORE ADVERTISING, LESS “PUBLICITY.” Commenting on the public utility investigation, William G. Oxley notes that the National Electric Light Association, of which he is director of public relations, spent last year only \$10,000,000, a little more than one-half of one per cent of its gross earnings of \$1,800,000,000, for “advertising public relations, and all other purposes of a public contact character,” while the automobile industry put four per cent of its gross earnings into advertising alone. He also expressed the opinion that his department would redouble its efforts, in spite of the investigation, because with the growth of the industry there is more and more need to tell the public about the uses of electric power. His prediction is a safe one. It would be altogether convincing if he had strengthened it with the assurance that the funds at his disposal would be expended hereafter on straight advertising. The testimony at the Trade Board hearings has smacked too much of secret propaganda undertaken to protect the public utility companies against the invasion of public ownership agitation. No sane person denies their right to present their case. The public platform and the public press are as open to them as to the proponents of any cause for open and above board discussion. But if all the money that has gone through indirect channels to influence public opinion in behalf of the public utilities had been used for frank talks in advertising space, without concealment of authorship or purpose, their footing would be more secure than it is today. The public can be convinced by sound argument from clearly identified sources. It is not easily cajoled by unacknowledged innuendo.

COMPETITION UNDER ONE ROOF. The purchase of Maxwell Coffee by the Postum Company raises some interesting questions. Postum has pushed its coffee substitute with no little success, and lately acquired Sanka, a veritable coffee bean, minus only the toxic caffeine. Now this rapidly expanding corporation comes into the field with one of the well-known brands of coffee lacking none of the ingredients with which nature endowed it. Will the company's enthusiasm for the beverages that gratify the sense of taste without exciting the nerves affect the ardor of its advocacy of the beverages which, while it titillates the palate also stimulates the brain? Or will it admit that all coffeedom is irrevocably divided into two parts, one that takes its coffee straight and one that takes it in pleasing effigy? We have had numerous illustrations of the tendency of competition among likes in industries to beget mergers on economic grounds and to enlarge the field of sales. The housing together of brands which have competed on grounds of an essential difference in principle is unusual and suggestive of other combinations which without the lead of an imaginative pioneer might never have been dreamed of.

MR. RASKOB'S COURAGE. If more business leaders had the courage of John J. Raskob, chairman of the finance committee of General Motors Company, business would be hampered by fewer silly laws and unnecessary regulatory measures. The recent statement of his reasons for joining the National Association Against Prohibition issued by Mr. Raskob has been widely commented on in the press of the country, with no one attempting to criticize Mr. Raskob for his courageous honesty in boldly stating his views on a question so often dodged by business men and politicians alike. The business man's fear of taking sides in political matters is traditional, but Mr. Raskob has set an admirable example in his willingness to risk censure by a large share of the population through stating his views on a topic of national importance which has so long been befogged by professional crusaders. We need more of this type of leadership and willingness to take a decided stand in matters of national import. No matter what side of the issue is supported, the leadership of sound-thinking business men would hasten the day when some of our perennial national problems are successfully settled. The clear cut manner in which Mr. Raskob stated his views indicates how quickly a muddled question is clarified by a business man accustomed to clear thinking and quick action.

ALIBI ARTISTS. The various excuses for low sales offered by retailers and salesmen in different parts of the country would be amusing if they were not such a reflection on the sales ability of the people charged with distributing the products of the nation's factories. Out in California salesmen gravely tell us that sales are low because every one is putting all his spare cash in Bank of Italy stock. Here in New York the same alibi is twisted into claims that the public has suddenly taken over the stock market and that money is going into speculation, leaving merchandise on dealers' shelves. For sales managers who are inclined to credit these yarns, we refer them to a recent advertisement of the Seaboard National Bank, which tells of a well-known chain store executive who decided to interchange the managers of the fifteen stores having the best records and the fifteen stores with the poorest records. Then he watched results. They came quickly. Immediately the poorest stores improved and, with only two exceptions, the better stores retrograded. The essential difference between the two types of stores was the difference between the ability of the managers. Many a sales manager has grown gray wondering what was wrong with certain territories, when the only trouble was that a new salesman, or a new district manager, was needed. The average territory is only as good as the salesman who works it. This has been proved time and again. Years ago a manager for the Burroughs Adding Machine Company tried the plan of switching salesmen and territories. One of the territories changed immediately surrounded the office building in which the sales office was located. A new salesman sold several machines the first week in the building where the sales office was located. This in spite of the fact that the previous salesman had pronounced the territory barren of additional prospects and live sales opportunities.

More Than
200,000
Daily

Los Angeles Examiner

"Greatest Salesman in the West"

More Than
440,000
Sunday

5c Daily

June 9, 1928

10c Sunday

ONE PAPER COVERS SOUTHERN CALIFORNIA MARKET

Bank Clearings in Los Angeles Reach 5th Place

RATES ARE MATERIALLY LESSENED IN THAT WAY

"HOW to penetrate the WHOLE Southern California market at one fell swoop!" might be the title of an analysis of the influential coverage of The Los Angeles Sunday Examiner. An Eastern manufacturer recently declared that his sales quotas were being worked out on a basis of being able to reach half the families in the cities where he had distribution, through one newspaper in each of the given cities.

Would Pay High Rate

What a fancy advertising rate HE would have had to pay if he used one paper in each city in Southern California where he has splendid distribution! When we showed him The Sunday Examiner was a giant among newspapers, affecting the thinking and buying habits of a veritable empire to a greater extent than a multitude of small papers combined, he got the point quickly. Get out YOUR map of Southern California, and spot THIS coverage:

	Number of Families	Per Cent Coverage Sunday Examiner
Alhambra	8,125	54%
Anaheim	3,125	60%
Bell	2,500	110%
Beverly Hills	3,000	67%
Compton	3,347	65%
Fullerton	2,813	53%
Huntington Beach	1,500	80%
Lankershim	3,082	61%
Lynwood	1,500	52%
Oxnard	1,750	65%
Pasadena	20,000	54%
Some Over 80%		
Redondo	2,590	85%
San Fernando	1,830	80%
San Pedro	11,250	54%
Santa Ana	8,000	53%
Sawtelle	2,318	67%
South Gate Gardens	2,500	83%
Upland	1,325	55%
Ventura	4,500	63%
Watts	5,000	59%
Whittier	3,875	51%
Wilmington	3,170	64%

Premiums Fail to Substitute for Plain Merit

ALTHOUGH the other morning newspaper in Los Angeles presented new subscribers with from 8,000 to 10,000 premiums as a form of "persuasion" between the 1927 and the 1928 Spring statement, The Examiner, using only merit and superiority as a premium, added 3,265 MORE daily subscribers than did its contemporary, and 3,537 MORE Sunday.

In view of the fact that Examiner subscribers pay \$1.05 a month for their paper delivered by carrier, whereas they can get the other morning paper for 90c, and other local papers for from 60c a month down to 30c, the figures revealed in a comparison of the Spring statements are considered significant.

Among the forms of solace used by the other morning newspaper to get subscribers were "brush sets, flashlights, dictionaries, cook books and thermos bottles."

Rained All Day, but Business Went Up 30%

A LITTLE thing like rain doesn't injure the effectiveness of Los Angeles Examiner advertising, according to R. M. Walker, president of Walker's, Inc., one of the largest department stores on the Pacific Coast. Using nine full pages of advertising exclusively in The Examiner on May 6 to announce a special annual event, the store did in the neighborhood of 30 per cent more business on the opening day than on the same occasion last year, despite a shower that began falling early in the morning and fell virtually all day.

REACH BEYOND BILLION DOLLAR A MONTH MARK

By W. KENNETH HAYES

Financial Editor of the Los Angeles Examiner

LOS ANGELES bank clearings are currently running at the rate of a billion dollars a month! What is perhaps more significant, this city has passed San Francisco, to take fifth place among the leading cities of the country in the volume of clearings; while the percentage of gain being shown in Los Angeles clearings is second only to New York.

In the period January 1 to May 15, 1928, Los Angeles bank clearings amounted to \$3,930,054,898. This was an increase of \$316,016,335 over the corresponding period of last year, \$607,883,286 above 1926, and \$1,023,455,769 more than in the similar period of 1925.

Close to New York

In the week ended May 10, the average increase in clearings for the twenty-two leading cities, outside of New York, was 10.1 per cent, as compared with a 37.4 per cent gain registered by this city. New York, with an increase of 37.8 per cent, was the only city to show a greater percentage gain than Los Angeles.

Clearings in the five leading cities of the United States for the week of May 10, with changes from the same period of 1927, follow: New York, \$7,825,000,000, increase 37.8 per cent; Chicago, \$886,463,000, increase 17.3 per cent; Philadelphia, \$573,000,000, increase 11.3 per cent; Boston, \$517,000,000, decrease 1.1 per cent; Los Angeles, \$250,286,000, increase 37.4 per cent.

America's Fifth Greatest Market Viewed From the Hollywood Hills —Preston Duncan Photo.



83,422 People in
Harrisburg, Pa.—
225,000 in the
Retail Trading
Area—that's
some market!
45,000 circulation
at 11c a line is an
adequate, economical
newspaper coverage

HARRISBURG TELEGRAPH

Central Pennsylvania's
Greatest Daily

STORY, BROOKS & FINLEY
New York • Chicago
Philadelphia

20,273,876 LINES
Carried in 1927

TOTAL ADVERTISING
NATIONAL ADVERTISING
LOCAL ADVERTISING
CLASSIFIED
ADVERTISING
San Antonio Express
SAN ANTONIO EVENING NEWS

I choose to SELL
in
'28



New 1928
Punchy Cartoons
For Sales Bulletins, House
Organs, Conventions, Etc.
Over 1,000 Cuts Carried in
Stock. Prompt Shipment
Same Day
BUSINESS CARTOON
SERVICE, INC.
30 N. Dearborn St., Chicago
Send for Catalog

Arthur Lee Describes First Steps in Export Campaign for Carter's Underwear Line

ONE of the features of the sixth annual New England Foreign Trade Conference, held in Boston, June 6, was the address of Arthur Lee, export manager for Carter's Underwear, in which he told how the Carter company first began experimenting in export fields. Mr. Lee said:

"Before Carter's underwear started to export any of its products a careful survey of export possibilities was made by a member of the Carter organization.

"The results of this survey were embodied in a report to the Carter underwear management. This report indicated the probability the Carter line would sell in many foreign markets but that the only way to settle the matter definitely was to present our goods in the foreign fields and see if they would sell. The report pointed out that there was no need for any of the officers or directors of the company to make journeys abroad in order to settle this question. Arrangements could easily be made with two other non-competitive manufacturers to have a traveling salesman carry our lines into the Latin-American markets. One-third of the salesman's time would be devoted to the interests of each manufacturer and the expense for each would not be over \$200 to \$300 a month.

The Market Survey

"It was pointed out in the report that the company should not embark on export business unless it was ready to commit itself on a long-term basis providing the initial venture was successful. It was to be expected that the export department would not pay its own way for the first few years but that the company should look forward to its needs twenty or thirty years from now. The export markets should not be regarded as dumping places for surplus products nor as an outlet merely for slack seasons in this country. The foreign customers should be accorded the same service and protection as the domestic customers enjoy.

"The report closed with the recommendation that if foreign

selling were embarked upon, the export business should be carried on as nearly as possible in the same manner as the domestic trade. This meant that business would not be done through export commission houses or foreign importers and that no consignments of goods should be shipped to foreign merchants for sale for the company's account. It was pointed out in the report that the credit department, billing department, customers' ledger department, commission department, stenographic department, etc., could be made to serve the foreign trade just as it does the domestic trade. The principal difference between the foreign and domestic work would be in the specialized packing and shipping for various markets and the translation work involved.

Six Months Trial

"As a result of the report the management decided to adopt the plan proposed for a period of six months or one year according to the results secured. So the foreign traveling salesman was selected, given some careful training in the mills, offices and sales rooms of the company and started on a journey with a carefully selected line of samples. The foreign salesman was instructed to take orders as far as possible only for the regular stock items of the company although minor variations in style would be considered. He was instructed to send home from foreign markets any samples he might find which would be helpful to the home organization. Careful attention was to be given to the investigation of the credit standing of prospective customers and he was also cautioned to send explicit directions concerning the packing, shipping, Consular requirements and customs declarations for each order. Most important of all he was asked to appoint manufacturers' agents in each market in which he found Carter's underwear salable. The appointment of these manufacturers' agents as representatives of the company was to be approved later, of course, in writing by the home office. Samples

were to be sent to such representatives soon after their appointment and they were to carry on the work started by the traveling representative.

"It was realized very early by the management of the company that the ultimate success or failure in the foreign field would depend largely upon the character and ability of these foreign representatives appointed by the traveling salesman. There has been a considerable mortality among these appointments of foreign representatives but some of the earliest agents appointed are still serving the company very effectively. Too much stress cannot be laid upon the care that should be exercised in the selection of the foreign representatives.

Must Develop Slowly

"Looking back now over its early experiences the management feels that in all probability a better selection of foreign representatives could have been made if some help had been asked of the commercial attaches of the Department of Commerce in the various foreign fields visited by the traveling salesman.

"The export business, of course, began in a small way and the export department gathered valuable experience just rapidly enough to avoid blunders on any large scale. It would be rather unfortunate in many ways to have an export business develop so rapidly that the various departments concerned with the work were unable to learn the rules of the game before costly errors had been made and the goodwill of valuable customers alienated. There are problems of packing methods, packing materials and shipping routine; problems of invoicing, customs declarations and consular invoices; translation work to be provided for; samples to be sent; records to be kept and the disposition of obsolete samples to be provided for; there are methods of handling foreign commission accounts, the requisite export forms and the training of office personnel to be considered. All of these difficulties are smoothed out very easily if they can be taken singly.

"The foreign salesman's journey extended eventually to a period of eighteen months when he returned to the head office for consultation and further plans. He was shortly sent out on his second trip, the object of which was to consolidate the markets opened up on his first

journey and develop new territory as well.

"Parallel with the development of trade in Latin-America through the traveling salesman the company opened up many other foreign markets through the assistance of the Bureau of Foreign and Domestic Commerce so that representatives are now located in Europe, Asia and Africa as well as most parts of Latin-America.

"Too much praise cannot be given to the effective work of the Bureau of Foreign and Domestic Commerce in the development of foreign trade for American manufacturers. Carter's Underwear has made much use of the facilities offered by this department of the Government and has always received the most careful and businesslike attention to its numerous requests for information and advice."

New Financing for Container Corporation

A new issue of \$6,000,000 in fifteen-year 5 per cent gold debentures is being offered through financial houses for the Container Corporation of America. The proceeds of this issue will be used in connection with the acquisition of the Chicago coated board plant of the Robert Gair Company, to retire the outstanding ten-year 6 per cent gold debentures of the corporation and the first mortgage bonds of the Mid-West Box Company and to provide additional working capital.

The Container Corporation of America is one of the largest producers of paperboard shipping containers in the United States, and is the result of a consolidation of various properties in the box and container industry, which were brought together in July, 1926.

Doubleday, Doran Plans New Magazine for Home

Doubleday, Doran & Co., Inc., announce for publication, beginning October, a monthly magazine, the *American Home*, which will "deal with the career of home making in America," and will be "devoted to the building, equipment, decoration and furnishing of homes, and the planting and care of gardens." Page size will be 9¾x12½; type page 8¾x11.

Anderson Joins Carter

Lester L. Anderson, at one time night editor of the *Daily News-Record*, New York, and more recently with the Byron G. Moon Company, Troy, has joined the staff of Carter Advertising Agency in New York.

BIGELOW, KENT, WILLARD & CO., Inc.

Consulting Engineers

*Merchandising
Counselors*

Park Square Building
BOSTON, MASSACHUSETTS

Our Outline of Merchandising explains our approach to Sales and Marketing Problems. A copy will be loaned business executives on request.

WASHINGTON

A Highly Selective Market

. . . Senators . . . Representatives . . . Army . . . Navy . . . The Diplomatic Corps . . . Civil Service Employees from every state in the Union . . . all these go to make up the population of Washington.

You can reach them, practically all, through

**The
Washington Post**

"the first thing each morning"

PAUL BLOCK, Inc., National Advertising Representative, New York, Boston, Detroit, Chicago, Philadelphia and San Francisco.

Hotel Empire

Broadway at Sixty-Third Street

NEW YORK CITY

M. P. MURTHA, Gen. Manager



A new fourteen-story fire-proof structure containing every modern convenience and "Servidor" service.

RATES:

Room, private toilet - - \$2.50
Single Room with bath - - 3.50
Double Room with bath - 5.00

The location is unique:

Subway, elevated, street cars, busses, all at door. Finest parking space in the city.



Left to right: Harry Tipper, general sales manager, General Motors Export Corporation; H. T. Whalen, vice-president and general manager of G. M. C.; J. Osawa, of Kyoto, and L. M. Rumely, vice-president and general manager of the Export Corporation

G. M. E. C. Heads Greet Japanese Super-Salesman

J. Osawa, twenty-five years old, has become, in less than two years, one of the largest automobile distributors in the Far East. He is president of J. Osawa & Company, of Kyoto.

Mr. Osawa is in New York on a two months' visit in the United States as a guest of General Motors Export Corporation. In addition to his trip to America, he won about 10,000 yen through the sale of 350 automobiles in a four months' sales contest in the Orient.

Fisher-Wilson Agency and Wetterlow Affiliate

Godfrey Wetterlow Company of New York and Fisher-Wilson Advertising Agency of St. Louis have affiliated their radio accounts and agency business. The affiliation will give the companies joint offices in New York, Boston, Philadelphia, St. Louis and San Francisco. Among the radio and agency accounts of the two organizations are the Brown Shoe Company, National Confectioners' Association, and Maxwell House Coffee.

To Finance Piano Sales

Future credit sales of the American Piano Company dealers throughout the United States will be financed by the Commercial Investment Trust Corporation, according to an announcement by the Commercial Trust Corporation. Officials of that company state the net earnings of the company for the first four months of this year were greater than for the corresponding period of any year in its history.

The American Telephone and Telegraph Company yesterday reported total gross revenue of \$31,750,825 for the first four months of 1928, compared with \$32,149,160 for the corresponding period last year.

Bourjois Broadcasts "Evening in Paris"

The adventures of two young couples in Paris, amid the scurrying taxis and sauntering crowds on the boulevards, will be chronicled in a new series of broadcasts, to be known as "An Evening in Paris" and heard over the NBS System each Friday night, at 9:00 o'clock, Eastern Daylight Saving Time, beginning June 15. The new series is sponsored by A. Bourjois & Company, perfumers and makers of face powder and talcum.

Chain Store Sales Gain During May

The J. C. Penney Company reports sales totaling \$14,830,355 for May, compared with \$11,632,214 for May, 1927, a gain of \$3,198,141, or 27.49 per cent. Sales for the first five months of the year were \$57,624,221, compared with \$49,142,622 in the corresponding 1927 period, a gain of \$8,481,599, or 17.26 per cent.

S. H. Kress & Company report sales for May totaling \$4,923,485, an increase of \$760,908, or 18.3 per cent over May, 1927. Sales for five months totaled \$22,481,398, an increase of \$3,233,200, or 16.8 per cent more than sales for the corresponding 1927 period.

G. N. Wallace to Gardner

George N. Wallace, formerly vice-president of the Charles W. Hoyt Company, Inc., New York, has joined the New York office of the Gardner Advertising Company.

AUTOMATIC



IT'S NEW!

NO more slow hand-feeding of envelopes into an addressing machine one by one! — Get a demonstration of this wonderful new popular-priced addresser. — It automatically feeds envelopes into itself as fast as you can turn the crank.

**DOES A DAY'S WORK
IN 5 MINUTES**

Four times faster than other addressing machines of similar size and price.

For complete information and a **FREE BOOK** on Direct-Mail Advertising, pin this ad. to your business letterhead and mail to us.

ELLIOTT
ADDRESSING MACHINE CO.
149 Albany St., Cambridge, Mass.

Can Airplanes Earn Their Salt?

(Continued from page 968)

client in Cleveland on the same day the proofs were completed. One Thursday morning the last piece of copy reached the company's offices in Chicago. Because of the urgency of the work, Mr. Hauser took an emergency trip to Cleveland by airplane, leaving Chicago the middle of the afternoon. Late Thursday night he was able to telephone to his associates in Chicago, who were waiting for word to proceed with the campaign.

These, and the scores of other examples which might be cited, are proof enough that the airplane is coming definitely to be regarded as an instrument of selling and advertising. Just as the automobile, the long-distance telephone, the sales film and all the other modern inventions have gradually become commonplace, so far as concerns their use in sales work, so the airplane promises in a few more years to take rank with all the other tools in the kit of present-day sales and advertising executives.

It was no longer ago than September, 1926, that the Remington-Rand organization startled the business world by using airplane delivery as a forceful sales argument. Then, after operating its plane for emergency deliveries for a short time, it was transformed into strictly a selling agent, and before long prospects were being transported from one division of the company to another so that they might get a complete picture of its manufacturing facilities.

Less than a year ago a great stir was made over the initial flight of the "Stanolind," the new plane of the Standard Oil Company of Indiana, from Detroit to Chicago. Yet today dozens of leading companies are taking their daily use of airplanes almost as a matter of course, and if the airplanes popularity among business houses continues at its present pace a few more years will see an amazing volume of business transacted through the medium of air travel.

Printers Honor Van Dillen

Isaac Van Dillen, treasurer of the Bartlett Orr Press and president of the New York Employing Printers' Association, was the guest of honor at a farewell luncheon given by a group of his friends and business associates, on May 29.

An Outstanding Leader for Over Twenty Years

For nearly twenty years The Syracuse Herald has been the supreme advertising medium of Syracuse.

Not only in total volume of business carried, but in practically every classification appealing to housewives.

THE SYRACUSE HERALD

O'MARA & ORMSBEE, Inc.

National Representatives

280 Madison Ave.
New York City

Peoples Gas Bldg.
Chicago, Illinois

General Motors Bldg.
Detroit, Michigan

Monadnock Bldg.
San Francisco, Calif.

WANTED! Sales Manager

For Household and Automotive Specialty Lines

This man will be the sales assistant to the General Manager, relieving the latter of all detail in the development and operation of sales plans.

Must be able to originate merchandising offers, lay out sales work, recruit and supervise salesmen. Must be a resourceful go-getter, old enough to have had real experience, young enough to have a future ahead of him.

A knowledge of selling and advertising to grocery, drug, hardware and automobile accessory outlets desirable, but not absolutely essential if man is qualified in other directions.

Here is an opportunity for a live wire to grow up in a profitable business and become one of the principal executives. Guarantee of \$4000 per year with opportunity to make three times this much through liberal commission on increased business or share of profits in proportion to accomplishment.

State experience in detail, age, education, reference, etc. Address Box 500, care Sales Management and Advertisers' Weekly, 420 Lexington Avenue, New York, N. Y.

\$4,000 to \$12,000 Income Opportunity In Your Home City

Settled man with some advertising and specialty sales experience—will find here an opportunity to enter into a lucrative business that brings big returns.

We will help the right man establish a direct by mail advertising service in one of several cities of 100,000 population and over; the business will be patterned, equipped and fashioned after our 11-year-old Chicago organization.

Small investment required. All equipment is modern in every respect; this business is completely organized. Our method of turning out work will amaze you.

\$1,500 starts you in a business today that will take care of you later; complete information without obligation. If you are really ready to build a business for yourself write, giving age, experience and references. Desk "O" c/o SALES MANAGEMENT, AND ADVERTISERS' WEEKLY, 420 Lexington Ave., New York City

"A Gigantic Workshop With Sky for a Roof"

THE BEAUMONT TRADE
TERRITORY

Monthly Industrial Payrolls

\$7,000,000.00

Covered Only by

**BEAUMONT ENTERPRISE
AND
THE BEAUMONT JOURNAL**

Ask Beehwith—He Knows

YONKERS (NEW YORK) HERALD (EVENING)

Serves a rich home district. Enjoys the largest circulation between New York and Albany.

Population110,000

Circulation 13,694 (ABC)

—Representatives—

GEORGE B. DAVID CO., Inc.
110 E. 42nd St. New York, N. Y.
1900 Wrigley Bldg. - Chicago, Ill.



ON THE OCEAN FRONT

The Breakers

ATLANTIC CITY N.J.

Joel Hillman, President Julian A. Hillman, Vice-President



Every Salesman Needs a
BRIEF - O - GRIP
The Bag of a Thousand Uses!
COMBINES in one compact, lightweight bag the advantages of a grip, brief-case and sample case. Strongly made on a steel frame. Colors, brown and black. No. 37—Fabrikoid, leather-bound; adjustable compartments, 16, 18 and 20-inch sizes. No. 48—5-oz. cowhide; adjustable compartments, 16, 18 and 20-inch sizes.

Send for illustrated folder, prices and samples.

MAX DAMM CO., Inc.
96 St. Francis Street,
Newark, N. J.

Account Changes

NATIONAL ELECTRIC LIGHT ASSOCIATION, New York, to J. Walter Thompson Company, New York.

BERNARD-HEWITT & COMPANY, INC., Chicago, mail order clothing house, to Maurice H. Needham Company, of that city.

BIGLER MANUFACTURING COMPANY, Chippewa Falls, Wisconsin, Prestite motor trunks, to Arthur R. Mogge, Inc. Business papers and direct mail.

G. P. ROSE & COMPANY, Nashville, Rose's dog and puppy feeds, poultry feeds, etc., to Dudley Davis, Inc., Memphis. Class publications and magazines.

LEE-SEE COMPANY, Kewaunee, Wisconsin, maker of advertising specialties and glare shields for automobiles, to the Ankrum Advertising Agency, Chicago.

MAYFAIR HOUSE, New York, to the Dorland Agency, Inc., there. Newspapers and magazines.

PARK CHAMBERS, New York, to the Dorland Agency, Inc., there. Newspapers and magazines.

INDUSTRIAL ALCOHOL MANUFACTURERS' ASSOCIATION, New York, to J. Walter Thompson Company, Inc.

OLD HAMPSHIRE, INC., New York, to the H. K. McCann Company. Newspapers for a campaign in New England on Old Hampshire ginger ale.

DIONEL COMPANY, Detroit, drug products, to Pratt-Moore Advertising Company, of that city. Newspapers.

AMERICAN PATENT PROTECTION CORPORATION, Philadelphia, to Geare, Marston & Pilling, of that city.

PINCO PAPERS, INC., Camden, decorative papers, to Tracy-Parry Company, Inc., Philadelphia.

ASSOCIATED QUALITY CANNERS, Windsor, Ontario, to McConnell & Ferguson, Ltd., Toronto. Newspapers and business papers.

RICE CHEMICAL COMPANY, Greensboro, North Carolina, to Gottschaldt-Humphrey, Inc., of Atlanta. Newspapers in the Fall.

AMORSKIN CORPORATION, New York, beauty preparations, to the Lyon Advertising Agency, Inc., there. Magazine and newspaper rotogravure.

REYNOLDS AND REYNOLDS COMPANY, Dayton, stationers, printers and lithographers, to the Geyer Company, of that city. National Magazines to advertise their "American Individual" stationery.

ANSTED & BURK COMPANY, Springfield, Ohio, William Tell flour and Fluffy Down pastry flour, to the Geyer Company, Dayton.

SAFETY GRINDING WHEEL & MACHINE Co., Springfield, Ohio, and the Ohio Marble Company, Piqua, Ohio, "Pearl Grit" and agricultural limestone, to the Geyer Company, Dayton.

MIDWEST COAT MANUFACTURING COMPANY, Milwaukee, selling to the retail trade only, to Klau-Van Pietersom-Dunlap-Younggreen, Inc., there. Trade papers and direct mail.

VAN DORN ELECTRIC TOOL COMPANY, Cleveland, electric tools, to the G. W. Brogan, Inc., Towson, Md.

STANDARD OILED CLOTHING COMPANY, New York City, Standard student slickers, to the Central Advertising Service, Inc., there.

EXCELLO SPORTSWEAR COMPANY, New York City, to the Central Advertising Service, Inc., there.

LIKLY LUGGAGE, INC., Rochester, trunks and hand luggage, to the United Advertising Agency, Inc., New York City.

AMERICAN STEEL PRODUCTS CORPORATION, Macomb, Ill., to Harvey & Hale, Inc. Farm papers, trade papers and direct mail.

FRANK G. SHATTUCK COMPANY, Schrafft's stores, to Huber Hoge, Inc., New York.

HUSTLER TOY CORPORATION, Sterling, Ill., Hustler toys, to Charles W. Hoyt Company, Inc., New York City.

EVERSON FILTER COMPANY, recirculating systems for swimming pools, to Reed G. Landis Company, both of Chicago. Business papers and direct mail.

WROUGHT IRON RESEARCH ASSOCIATION, Pittsburgh, to Frank Presbey Company, New York.

NEE-TEE GARTER COMPANY, New York, golfing garters, to Warren Kelly, Inc., New York.

PARK CENTRAL MOTORS, New York, to Joseph Katz Company, Baltimore.

Warren Kelly Expands

Fred Blauvelt, formerly general manager of the Percival K. Frowert, Inc., has joined Warren Kelly, Inc., in an executive position.

John J. McNevin, formerly of the advertising department of the Boston Evening American, and Nathaniel H. Freeman, formerly sales manager of the James Stropper Company, have also joined Warren Kelly, Inc. Mr. McNevin will be in charge of merchandising, and Mr. Freeman in the merchandising service department.

Desbecker to Direct

Faber Advertising

John W. Desbecker, at one time copy chief of the Sonora Phonograph Company, later advertising promotion manager for the New York American, and more recently a free lance advertising writer, has been appointed advertising manager for Eberhard Faber.

Colgate's Premium Plan

(Continued from page 970)

actual sales campaign and the providing as well as maintaining the volume of patronage that usually accompanies any introductory activities.

As important as the premium department has been to the business of Colgate & Company, in expanding the territory in which its sales of Octagon soap products have been made, of no less importance has that same department been in holding the trade thus inaugurated. Soap products are consumed in the using. They are rapid repeaters. The Octagon family is broad enough to encompass the soap needs of the average family. Because of these things it is possible to accumulate coupons from these products uprisingly fast, and to redeem those same coupons in much-desired merchandise with a frequency that is most gratifying.

Premiums Hold Customers

It is the continued accession to the stock of premium coupons, and the steady approach to the time when there will be enough on hand to exchange for some long cherished article that has held the Octagon customers loyal to the products, and when the redemption has been an accomplished fact, out of the pages of the premium catalog come still other articles possessing their own appeal and to which desire for possession attaches, and so the cycle of continued buying and coupon savings never loses momentum.

Significant as has been the fact of the millions upon millions of coupons from the Octagon soap products that have been redeemed for premiums during the thirty-six years the system has been in effect, and the vast amount of money represented in the actual cost of the premiums delivered, equally significant is the possession by the customers of other millions of coupons, each small group representing an incomplete quota awaiting daily accessions, in order that other premiums may be possessed.

It is in this fact that the great strength of the premium system lies—in the protection that the unfilled quotas of coupons give the manufacturer using the premium system against the competitive sales

appeals of other manufacturers in the same line of business. And it should be noticed in this connection that only in the coupon system, involving the continued saving of the tokens with each succeeding purchase for some desired premium, that the full protection of the premium system is possible.

One of the interesting phases of the premium system as we have noticed it is the breadth of the appeal of premiums. There are those who seem to think that premiums make their appeal only to the middle classes—the masses—who find in the system their only opportunity of securing articles they very much desire.

The facts are, as our redemption records and experience show, that there is no class of people beyond the influence of premium coupons.

New Drug Chain Formed

A group headed by Richard D. Lane, New York, president of the Lane Wholesale Drug Corporation, has bought 40 drug stores in Atlanta for about \$1,500,000, and is planning a chain to be operated in the southwest, with headquarters in Atlanta and its principal other units in Knoxville and Jacksonville—100 altogether. The gross business of these stores is estimated at more than \$6,000,000 a year.

Kroger Store Expansions

The Kroger Grocery & Baking Company has bought the Folk Grocery & Baking Company, with 193 stores scattered through Ohio and Kentucky. This brings the Kroger stores to a total of 4,165. The Folk organization will be preserved intact.

Gold Dust in Food Lines

The Gold Dust Corporation is reported to have completed negotiations for the purchase of the American Linseed Company. It is understood that the trade-mark food products of the linseed company will be retained and the raw material department sold.

Bick to Globe-Democrat

Frank X. Bick, formerly editor and director of the St. Louis *Shopping Bulletin*, has joined the advertising staff of *Globe-Democrat*, there.

McLain Simpers Organization has temporarily discontinued its New York office.

(5)

OUR work is making analyses, plans and copy. But we have found that production, printing and placing by others, has not always been quite as we would have liked it. So now we do the whole job.

We are advertising agents—and more. We do not know of another agent who operates just as we do—and our way will not suit everybody. But those who happen to like it, never can be satisfied with anything different.

We have a booklet which gives some of our ideas. Title: "*So You Are An Advertising Man?*" Sent on request.

Charles Austin
BATES

Incorporated

67 WEST 44TH STREET, NEW YORK

SELL BY DIRECT-MAIL!

Postage & The Mailbag tells how to advertise and sell by Letters, Folders, Booklets, House Magazines, Catalogs, etc. Every issue full of sales ideas.

100% Guaranteed Investment

The subscription price of *Postage & The Mailbag* for 12 months is \$2.00. If at the end of your year's subscription, you write that the magazine has not proved a good investment for you—you to be the sole judge—you will receive check for \$4.00.

POSTAGE & THE MAILBAG

18 East 18th Street

New York City

Free **Mailing Lists**

Will help you increase sales
Send for FREE catalog giving counts
and prices on thousands of classified
names of your best prospective customers—
National, State and Local—Individuals,
Professions, Business Concerns.

99% Guaranteed 5¢ each
by refund of

ROSS-Gould Co. 376 N. 10th St. St. Louis

Air Transport to Start New Passenger Service

Air passenger transportation between Chicago, Toledo, Detroit, Cleveland and New York will be established within a few months by National Air Transport, Inc., Col. Paul Henderson, vice-president and general manager, announced Thursday. To finance the undertaking the Board of Directors has increased the capitalization of the company \$1,000,000, subscribing all the additional stock themselves.

The first unit to be launched will consist of seven de luxe multi-motored planes, carrying twelve or fourteen passengers, two pilots and a cabin steward who will serve a buffet lunch enroute. This fleet of new planes will cost \$500,000. Financing of the new service reveals that National Air Transport, Inc., will use the other \$500,000 to buy 50,000 shares of Transcontinental Air Transport, Inc., which was recently organized. The latter company is to operate a combined railroad and airplane service from New York to Los Angeles.

The distance between Chicago and New York will be flown in seven hours, beating the fastest railroad train by thirteen hours.

Motor bus service will be provided between hotels and landing fields in Chicago, Toledo, Detroit, Cleveland and New York City.

Adolph Gobel, Inc., Buys More Plants

Acquisition of the plants and businesses of B. Meier & Son and Hertz Brothers, the former maintaining a packing house in the Westchester Avenue marketing district of the Bronx and the latter a modern plant for the manufacture of prepared meats at Milton, Pa., was announced last week by Adolf Gobel, Inc. The deal was a cash transaction, and no new financing will be necessary.

Based on sales of the new acquisitions last year and of the A. Löffler Provision Company, Inc., and the T. T. Keane Company, Inc., which were acquired last week, sales of Gobel will be increased \$6,000,000 to \$7,000,000 annually, to approximately \$21,000,000.

WILKES-BARRE, Pennsylvania
Joins the 100,000 Class!
ITS NEWSPAPER IS THE

WILKES-BARRE
TIMES LEADER

Published each week day afternoon at
44-48 West Market St.,
Wilkes-Barre, Pa.

**This Newspaper Rates First in the Third
Population Center of the Second State**

Advertising published 1927 totaled 12,468,834 lines, a gain of 137,074 lines over 1926.
Circulation A. B. C. report January 1, 1928, net paid, 27,704, a gain of 1,456 over same report in 1926.

STORY, BROOKS & FINLEY

Special Representatives: New York, Philadelphia, Chicago, Los Angeles, San Francisco.

Personal Service and Supplies

Classified Rates: 50c a line of seven words; minimum \$3.00. No display

POSITIONS WANTED

HIGH CALIBRE EXECUTIVE with result-producing record nationally distributing merchandise at wholesale; successful traffic, office, advertising, sales and district manager; a hard hitter possessing initiative, energy and endurance. Middle age and now resident of Chicago, Box 501, Sales Management & Advertisers' Weekly, 420 Lexington Ave., New York, N. Y.

LINES WANTED

ATTENTION MANUFACTURERS — OLD established stove and supply house calling on the trade in the middle west covering territory closely are looking for lines of merit that sell to the Hardware, Furniture and General Stores. Only lines which have a real sales appeal and merit will be considered. We carry our own stock and handle our own accounts. We call on trade often and can sell good lines. Box 420, Sales Management and Advertisers' Weekly, New York, N. Y.

SALES MANAGERS. Increase your summer business by offering our Vest Pocket Adding Machine as a premium. Guaranteed. Has exceptional lasting qualities. Can be carried everywhere. Costs no more than a good fountain pen. An exceptionally fine gift for salesmen and customers. Write for quantity prices. Curtis F. Moss, S. M., Reliable Adding Machine Corporation, 184 W. Washington St., Chicago.

SALESMAN WANTED

WE ARE ENLARGING our selling staff and seek men with experience in the sale of card systems and office specialties who are in position to work on a straight commission basis. Our product has unusual features, saves time and effort, supplies a want not heretofore covered by any device and has a wide field of application. We offer exclusive territories, technical help and direct mail support. If you are interested in making a connection which has a future write us about yourself and we will give you further details and arrange for a personal interview. The Findex Company, 49 East Wells St., Milwaukee, Wis.

SALESMAN FOR COMBINED ORDER blank and envelope, also printing, printed specialties and loose leaf devices. Direct to consumer sales, straight commission basis. Full or part time. Restricted territories. Want only ambitious workers who can earn large commissions. Write nearest office. The Workman Manufacturing Company, 1200 W. Monroe St., Chicago. 110 E. 42nd St., New York. Arcade Bldg., Atlanta.

SALES PROMOTION

\$50 TO \$50,000 DAILY SALES DEVELOPED during 28 years for clients by our direct mail plans, copy, campaigns. One product, 1923, an idea, this year \$100,000 orders booked. Fifty-year-old concern desired 50 national representatives in 1925; we produced 40 in three months. 700 dealers in 10 months, at \$3 each, for another. Ten years Sales Promotion Manager, Larkin Co. Submit sales problems for free diagnosis. James C. Johnson, 119 Woodbridge Ave., Buffalo.

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"GIBBONS knows CANADA"

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